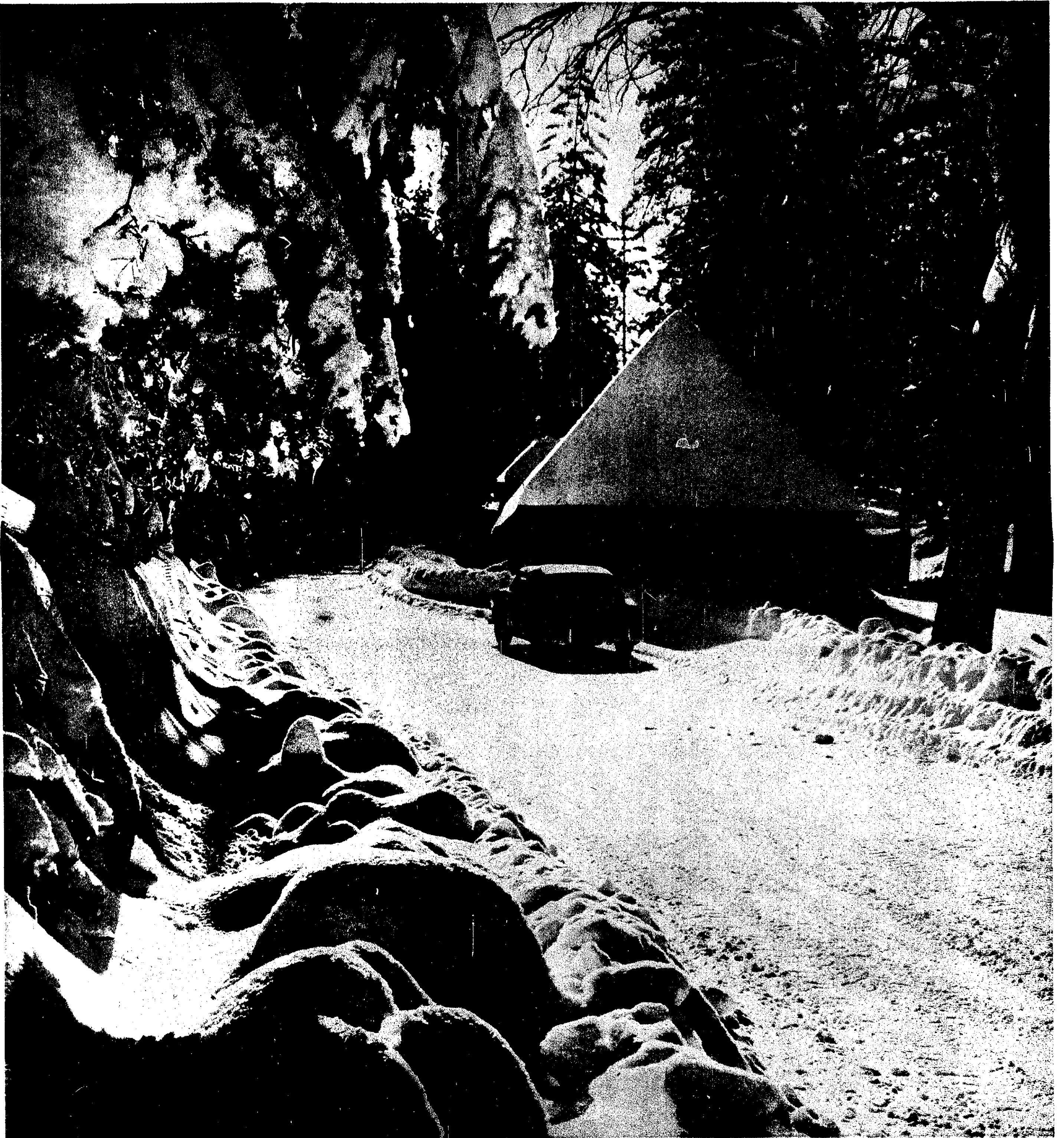


Press-Telegram  
*Southland*

LONG BEACH, CALIFORNIA, SUNDAY, JANUARY 22, 1950

MAGAZINE  
Section



## CABIN IN THE SNOW

—Photo by Jasper Nutter.  
The warming prospect of comfort is the promise of this cabin beside the road to Cedar Glen, Lake Arrowhead, where beauty of a full winter snow softens outlines of mountain woodlands.



# Woman's Symphony

By Mary Lou Zehms



Miss Eva Anderson trains and conducts the Long Beach Woman's Symphony; she has done so for the past 24 years.

AT FIRST glance, one would think a hundred girls were competing in a beauty contest, and although they would all qualify, it so happens that instead they are members of the Long Beach Woman's Symphony Orchestra. When Miss Eva Anderson takes her accustomed place on the podium of the Municipal Auditorium Concert Hall, for the opening of each fall concert season by the orchestra, one realizes that talent as well as beauty is behind each of these sterling young musicians.

Twenty-four years ago the group was founded with eight musicians present for the initial meeting. In the spring of 1930 when the Recreation Commission of Long Beach took over sponsorship there were 45 members. Today there are 120 active musicians with a large reserve list of former members and new applicants.

This group is unique in that it is the only orchestra in

America entirely supported by a municipality. Public tax funds of the city of Long Beach are used to maintain and perpetuate the organization through the sponsorship and facilities of the Recreation Commission.

Only nine recognized women's symphonies exist in the world and although our city is by far the smallest to support such an organization, paradoxically, it also has the largest number of musicians. A small group in Mason City, Iowa, was founded with the help and assistance of the Long Beach orchestra and is considered the "little sister" to this group. Others are in New York City, Cleveland, St. Louis, Chicago, Baltimore, Pittsburgh, Los Angeles and Boston—all cities possessing from three-quarters of a million to nine million persons each.

The petite woman on the podium, before coming to Long Beach, was a concert violinist making 3500 appearances in both Chautauqua and lyceum. Miss Anderson has specialized in training young women. She has taken an immature group of musicians, averaging 21 years of age, and trained them into one of the finest women's orchestras in the world. She has also utilized to the fullest the possibilities of showmanship. Her musicians dress in soft pastel evening gowns for concert programs and the stage is



Group within a group, the Violin Choir (above) is part of the Long Beach Woman's Symphony Orchestra, one of world's finest women's musical organizations. Talented young musicians also could qualify as beauty contestants.

transformed into a beautiful garden.

WITHIN the orchestra is a smaller group called the Violin Choir with a playing membership of 30 young women. It is the only one of its kind in existence and is unique in that every number is carefully memorized in four-part harmony, including the most difficult of symphonic movements, concertos and classical compositions. Their playing is

so precise that they perform without a conductor.

Fine work demands fine tools. It is not surprising to find that the value of the instruments used by these young women totals nearly \$20,000 and those of the entire orchestra about \$30,000.

During the San Diego Exposition in 1935-36, this orchestra won by the unanimous choice of directors of the exposition. The reason the group is quite youthful is that the Wedding

March has been the most popular theme of all in recent years. Almost every time the manager looks around he finds another of the group has slipped off to keep a rendezvous at the altar and must be replaced.

Although Miss Anderson has had bids for her services by other cities, she prefers to live in Long Beach. Every member of her orchestra she regards almost as a daughter. She is genuinely loved and respected where she has instilled

such a democratic principle that even the youngest of her musicians is privileged to address her simply as "Eve."

Miss Anderson can look back over 24 years during which complete harmony has permeated the symphonic organization. Almost a thousand young women, representing not only Long Beach but practically every part of the United States, have been graduated from her training to pursue musical careers.

## War Without End

That's the kind of conflict the U. S. Public Health Service is waging at its Terminal Island ship quarantine station against disease.

AT THE six-acre, beautifully landscaped southern tip of Terminal Island is being conducted a great behind-the-scenes drama in the fight against pestilence and disease. Here, at Reservation Point overlooking the entrance to Long Beach-Los Angeles Harbor, the United States Public Health Service maintains a quarantine station for the inspection of all vessels, alien or American, coming from foreign ports.

But for this service, so unspectacular in action but so vital in its functions, Southern

By Gordon R. Hitchens

California and the nation would be subject to the indiscriminate importation of many deadly diseases through the passengers and crews entering our port. Quarantine officers are constantly on the alert to detect symptoms of such highly contagious and devastating diseases as cholera, typhus, bubonic plague, smallpox and yellow fever.

Dr. Grover A. Kempf, chief quarantine officer at the station, has a staff of twenty ex-

perts under his supervision, of whom three are pharmacist mates, inspection officers whose duty it is to visit each incoming ship that may, through contact in foreign ports, have diseased passengers or crew. Accompanying each officer are one or more sanitary inspectors, whose task of searching the vessel for the deadly typhus-bearing rats, as well as examining the general sanitation of the ship, is no less important in preserving a high level of marine health and preventing contamination from reaching our shores.

Largely due to the efforts of vigilant quarantine officers, plague has been almost completely exterminated, dropping from highs of 178 cases in 1907 and 41 in 1924, to occasional isolated cases. Pneumonic plague remains, however, a prevalent maritime disease, and public health officers recognize that only continual effort will eradicate it completely. The sulfas and other new drugs are effectively used now in curing plague, but prevention and isolation still are necessary as measures in protecting citizens, particularly of harbor areas.

To the USPHS, all corners of earth, with the possible exceptions of the northwestern European area and the Caribbean, are considered suspected sources of the plague. Consequently, vessels touching shore abroad are given an especially rigid examination for possible carriers of the malady.

In addition, all crew members and passengers must produce certificates of smallpox vaccinations taken within the last three years to avoid being vaccinated then and there on the spot by the conscientious quarantine officers. Smallpox, despite the many inroads of science, remains a vicious disease, and in its most virulent form, can be fatal.

ONE of California's most rigid health inspections is given at the Los Angeles airport. In addition to super-



Nerve center for quarantine battle is the Quarantine Station of the U. S. Public Health Service on Reservation Point overlooking entrance to harbor.

vising the liberal spraying of the airplanes in order that yellow fever mosquitoes do not enter the country, health inspectors there face the more exacting task of intercepting those passengers who may have cholera or typhus in its initial stages. Air travelers, coming as they do from all corners of the world within days or even hours of the time during which such diseases could be contracted, occasionally have illnesses, the symptoms of which are not always so soon in evi-

dence. To combat this, health authorities now require that former air passengers keep the USPHS informed of their health and movements for periods necessary to determine that no disease has entered the country. Also, many areas, such as India and Africa, where such maladies are particularly prevalent, now require health certificates before departure.

Dr. Kempf also directs the activities of quarantine inspection at Port Hueneme and at San Luis Obispo, at which port

a doctor is maintained on a part-time basis. Sanitation inspection is employed only where a ship actually reaches a dock, for in anchoring out, as tankers do at San Luis Obispo, there is no danger of rats getting ashore with typhus-bearing fleas. Such ships are fumigated, however, on their arrival at docks in other ports.

IF IN THEIR examination of vessels of any nationality, the sanitation inspectors discover more than five rats, fumigation is usually deemed nec-



Capt. F. A. Van Der Mey of the Zeeman presents papers to Dr. Trapani who is able to speak five languages.



Sheridan checks cages of a number of monkeys brought in the Zeeman for medical experimentation in the U. S.

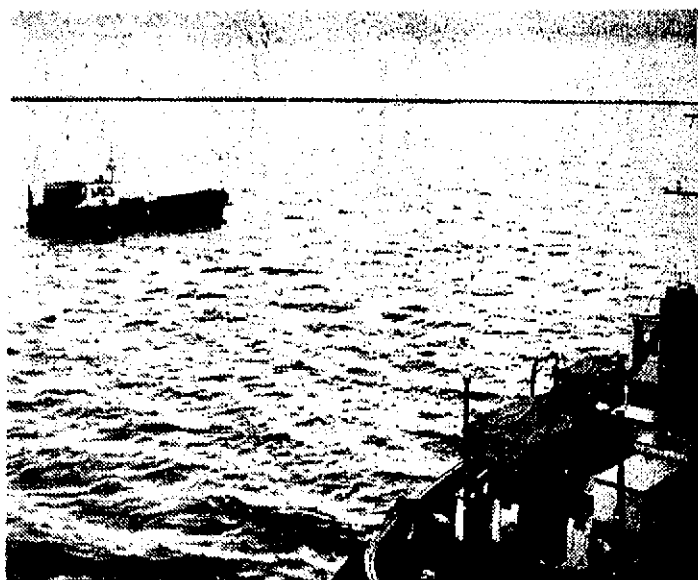
essary. Far more effective than the traps used aboard ship, fumigation will almost always completely exterminate the rodent carriers of the typhus flea, without in any way damaging the cargo.

Fumigation is, however, a dangerous and expensive procedure. Emile Georget, chief supervisor of fumigation, is in command of sanitation operations at the quarantine station. He usually supervises personally the disbursement of the deadly cyanide in the holds and passageways, having learned by experience that unwary assistants can be overcome quickly by the fumes.

In order to eliminate such a situation, A. C. Shogrin, supervisor of the Bureau of Sanitation in the harbor district, is conducting a drive to remodel the dock area in a manner less favorable to the rats. In this he is getting the whole-hearted co-operation of the quarantine station.

Some idea of the extent of the inspection service is gained from the figures of the station's

work last year, with 83 fumigations of the 1312 vessels inspected. Passengers and crew members on these same ships totaled just under 45,000.



—Photos by Saxter Omohundro.

A small craft used to carry inspectors to the ships stands off the Zeeman waiting to pick them up again.

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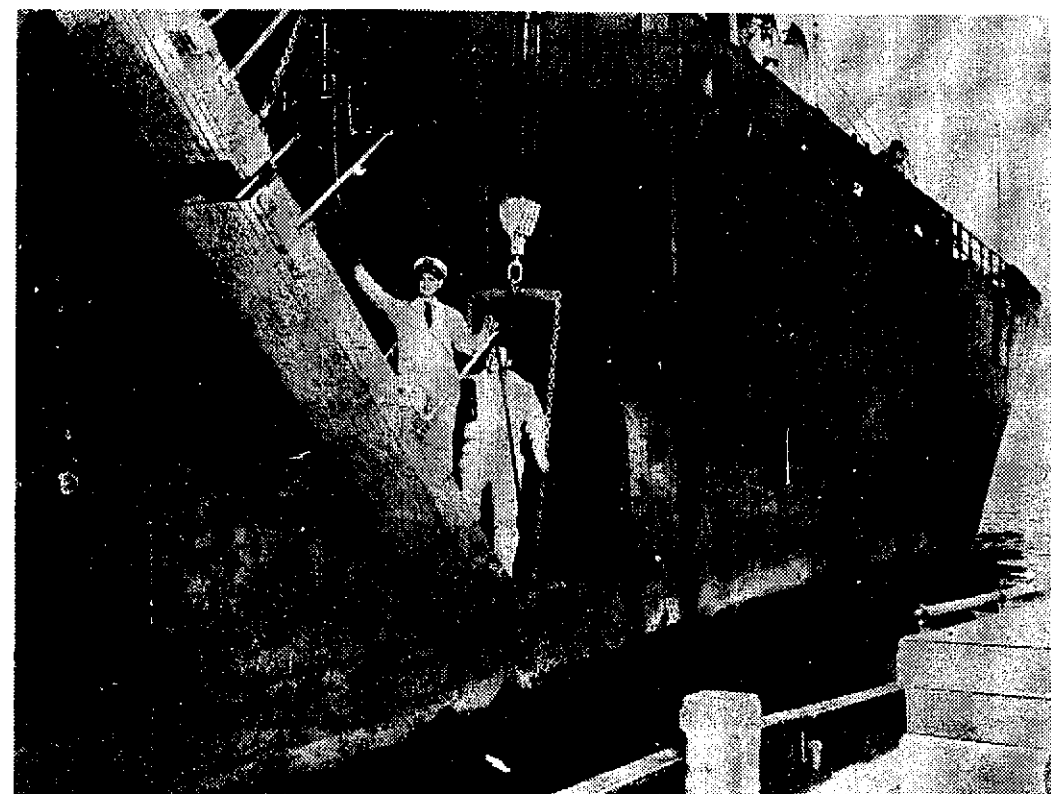
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**618 PINE LONG BEACH**



Dr. Michael Trapani, health inspector for the USPHS, and J. P. Sheridan, sanitary inspector, mount gangway of S. S. Zeeman, Dutch ship, for routine inspection.

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**PACIFIC SUNDAY MAGAZINES**

FRED TAYLOR KRAFT, Magazine Editor

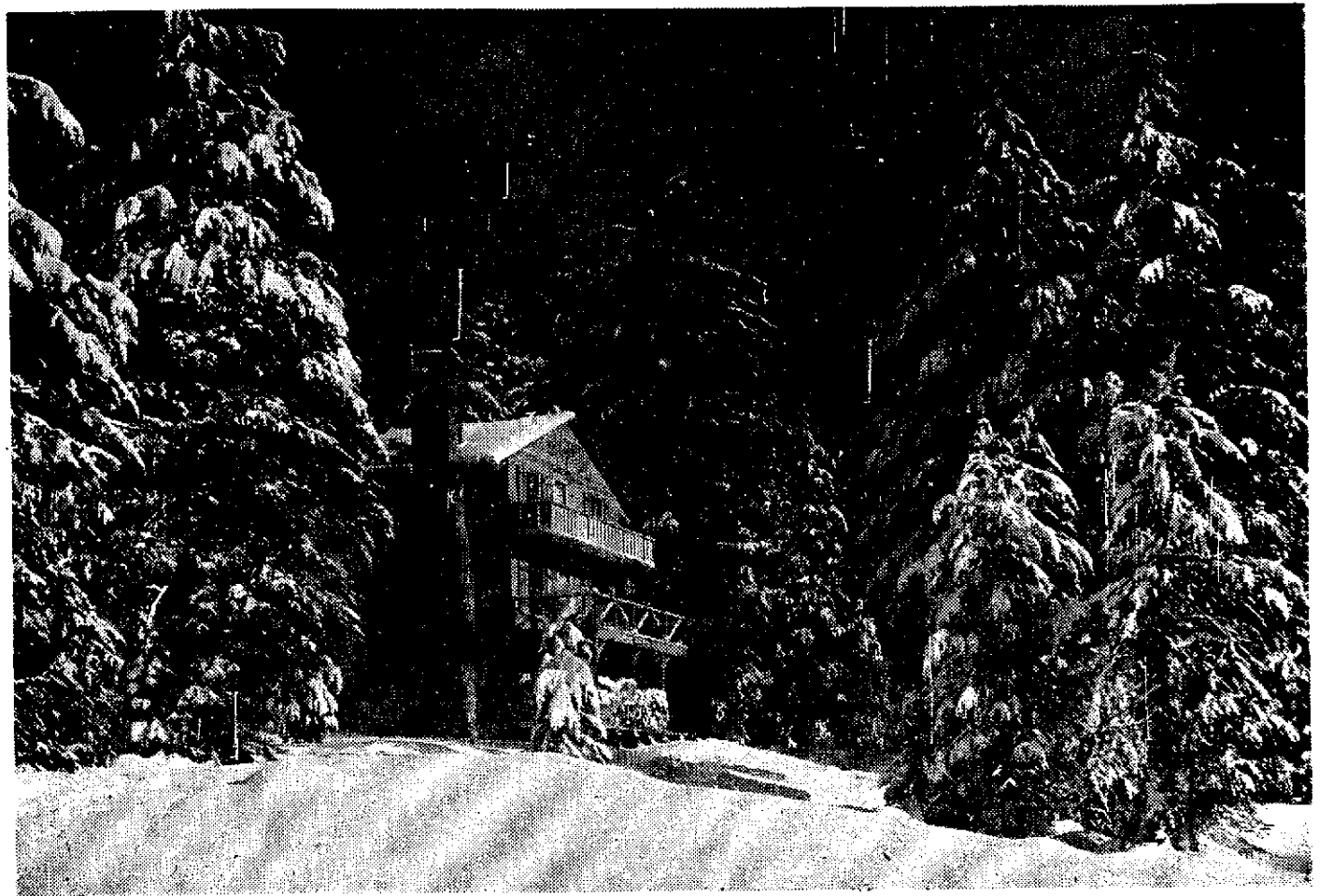


## BLANKET OF WHITE MANTLES SIERRA

Winter has come to the High Sierra country, and with it a dazzling white blanket of snow. A breathless stillness pervades this new-born world...



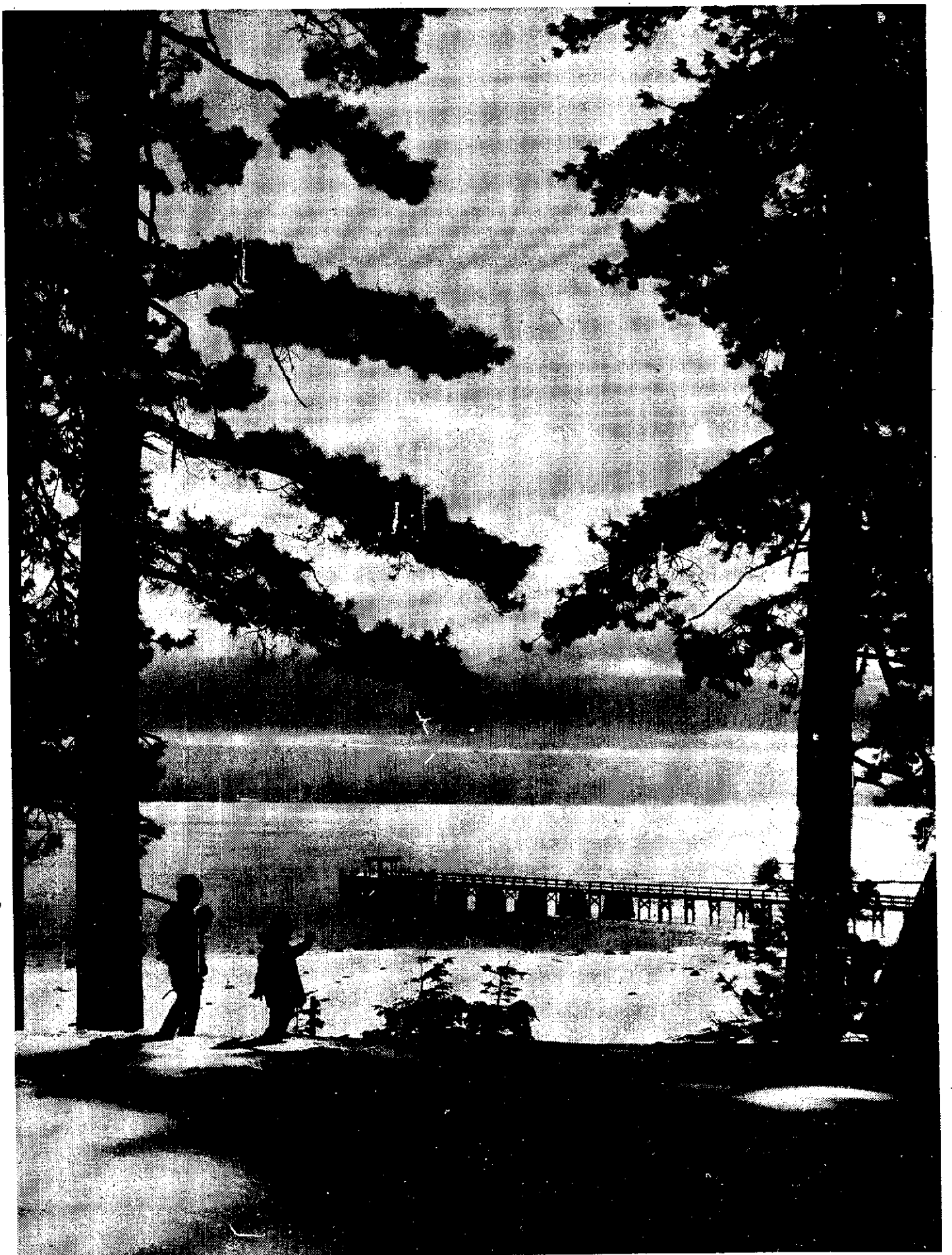
A little girl, sled in tow, finds a happy hour in this big outdoors. There's no sound except the crunch of snow under her tiny boots, the sigh of the wind in the big trees.



Virgin snow lies deep on the higher levels of the Sierra. A private cabin near Sugar Bowl Lodge, in the vicinity of Donner Summit, adds to the splendor of this winter scene.



During summer months, tourists often pause on this bridge at Donner Summit to gaze at the lush panorama below them. The winter scene, though different, is also spectacular.



Snow and water meet on the shores of beautiful Lake Tahoe. Two children brave the icy air to find the pier, thronged in summer with boaters and bathers, entirely deserted.



## Ensembles for Spring



The triumphal return of pleats to the spring fashion parade is interpreted by Designer Madalyn Miller in this two-piece dress, bound to be an important wardrobe addition for campus queens. Of beige wool, the top is striped with metallic thread, has turtle-neck collar, cuffed sleeves that can do "push-up."



This three-piece co-ordinate set from Sir James is a triple-threat in 100 per cent worsted wool jersey. It incorporates a full 3-gore, bias-cut skirt. Matching blouse has short sleeves. Cardigan jacket contrasts.



Charella of California does a three-piece ensemble in jersey and wool worsted knit that's a spellbinder. Short capelet is of the gray-and-white-striped worsted. The skirt is slightly gathered and is of the striped fabric that echoes the inset. California designers, have, indeed, a galaxy of beautiful styles for spring.

## LEFT-OVERS I WON'T EATS

**M**ANY Americans—particularly on the masculine side—have pet aversions to certain foods, certain fondness for others and won't change their diets. Clever is the cook who can disguise some of the taboo items and make the "aginners" like them.

By Mildred K. Flanary

Take veal, for instance. Try the following recipe and see if veal doesn't hit the mark with the party who says he doesn't like it.

**Curried Veal**  
1 to 1½ pounds veal steak or stew  
½ cup enriched flour  
1½ teaspoons salt  
¼ cup vitaminized margarine  
3 large onions, sliced  
1 tart apple, peeled, diced  
1 stalk celery, cut up  
1½ teaspoons curry powder  
¼ teaspoon turmeric powder  
3 cups water or more  
½ to 1 cup raisins  
¼ cup lemon juice  
chopped parsley  
chutney, if desired

Dip meat in flour mixed with salt and preserve what is not used. Sauté slowly in vitaminized margarine to golden brown. Add 1 cup water, cover and cook tender adding more water if necessary as meat browns down. Remove meat. Add onions, apples and celery and cook 10 minutes. Stir in curry powder and turmeric, then ¼ cup salted flour. Remove from heat and add rest of water slowly, stirring smooth. Add raisins and meat and heat to boiling. Stir in lemon juice and sprinkle with parsley. Serve with rice, peas and chutney. Yield: Six servings.

If that hearty dish, frankfurters and sauerkraut, has a divided following in your household, try barbecuing the franks first then serve as shown here.

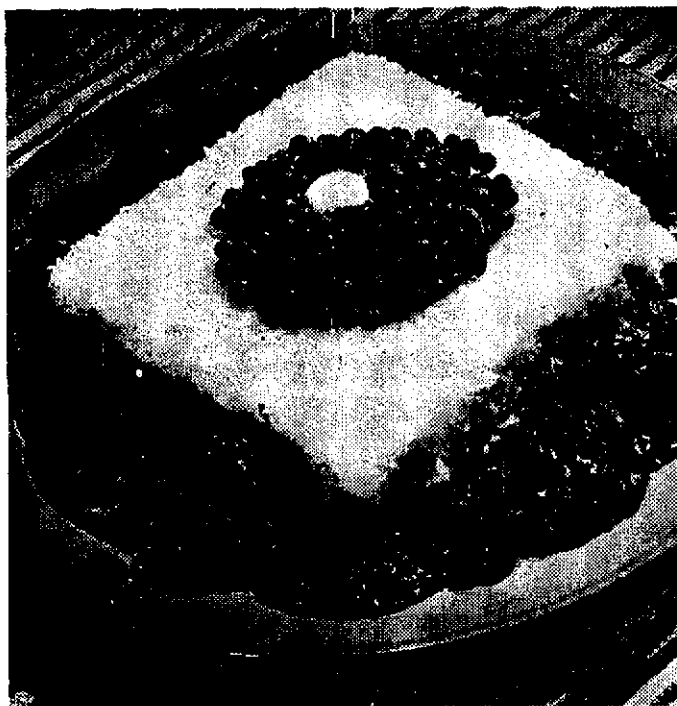
### Franks and Kraut

2 tablespoons butter or vitaminized margarine  
¼ cup chopped onion  
¼ cup chopped green pepper  
1 8-ounce can tomato sauce  
½ cup water  
2 tablespoons brown sugar  
2 tablespoons vinegar  
1 bay leaf  
¼ teaspoon Tabasco  
8 frankfurters  
1 No. 2 can sauerkraut  
Melt butter in skillet; add onion and green pepper and cook until onion is tender but not brown. Add tomato sauce, water, sugar, vinegar, bay leaf and Tabasco; bring to boiling point. Add frankfurters; cover and simmer five minutes. Arrange heated sauerkraut in serving dish; add frankfurters and barbecue sauce. Yield: Four servings.

Many men just won't tolerate left-overs—and we don't blame them in many cases. This chopped meat roll may be the answer. A thin crust and a moist filling are the secrets.

### Savory Meat Roll

2 tablespoons fat  
¼ cup finely diced onion  
1 small clove garlic, minced  
½ lb. chopped beef  
1 teaspoon kitchen bouquet  
1 6-oz. can tomato paste  
½ cup finely diced green pepper  
2 teaspoons sugar  
¾ teaspoon pepper  
1 teaspoon salt  
¼ teaspoon chili powder  
¼ teaspoon powdered



"Fancied up" like this, curried veal might never give away its identity. It's easy to prepare, good to eat.

### oregano

1 cup biscuit mix  
½ cup milk, about

Melt fat in frying pan over low heat. Add onion and garlic and cook about one minute. Add chopped beef pulled into small bits and sprinkle in kitchen bouquet. Cook, stirring frequently, until meat is slightly browned. Add tomato paste, green pepper, salt, sugar, pepper, chili powder and oregano. Mix well and let cook over low heat about 10 minutes. Then remove from heat and cool slightly. Meanwhile combine biscuit mix and milk to make small ball of dough. Roll out on lightly floured board to make rectangle about 8 by 12 inches. Spread meat and tomato mixture on dough almost to edges. Roll up like jelly roll. Place on greased shallow baking pan. Bake in moderately hot oven (375° F.), until roll is lightly browned and done, about 25 minutes. Remove to serving platter. Serve cut in 1-inch slices. Yield: Four to 6 servings.

Here are some additional casserole suggestions which we believe will assist you:

### Ham and Rice De Luxe

16 one-inch cubes cooked ham  
1 cup uncooked rice  
¼ cup chopped parsley  
1 cup chicken bouillon  
1 tablespoon cornstarch  
½ cup cooked peas  
1 cup mushrooms  
2 tablespoons butter or vitaminized margarine  
Cook rice in about 10 cups boiling, salted water until light and fluffy. When done, drain. Mix with parsley and pack into custard cups. Keep hot.

Thicken bouillon with cornstarch. Cook five minutes. Add cooked peas and ham cubes. Brown mushroom in butter. Arrange ham mixture and mushrooms on platter. Turn rice cups into platter around ham. Yield: Four servings.

### Chipped Beef and Macaroni au Gratin

1½ cups macaroni broken in pieces (uncooked)  
1 quart boiling water  
1 clove garlic  
¾ cup chipped beef (1½ cups)  
¼ cup chopped onion  
¼ cups chopped green pepper  
1½ cups grated American cheese  
1½ cups evaporated milk  
½ cup crumbs from day-old bread

1 tablespoon melted butter  
Cook macaroni until tender in the boiling water to which the clove of garlic has been added. Remove and discard garlic. Drain and rinse macaroni. Pull beef into small pieces. Place in a sieve and let hot water run through beef to remove salt, then drain well. Place a layer of macaroni in a buttered baking dish. Top with chipped beef, onion, green pepper and cheese. Repeat layers until all ingredients are used. Pour milk over top. Cover with the bread crumbs which have been mixed with the melted butter. Bake in a slow oven (300° F.) until cheese is melted and crumbs are brown, about 45 minutes. Makes six servings.

### Winter Night Casserole

1 cup rice  
1 clove garlic  
¼ cup diced onion



New enthusiasm can be generated among the members of the family who don't like frankfurters and sauerkraut if the frankfurters are barbecued first.

1 tablespoon shortening  
2½ cups cooked tomatoes  
1½ teaspoons salt  
¾ teaspoon peppers  
¾ teaspoon celery seed  
1 cup sliced ripe olives  
4 or 5 strips bacon

Boil rice until just barely tender. Brown garlic and onion in hot shortening; discard garlic. Stir in tomatoes, salt, pepper and celery seed. Place alternate layers of rice, tomato and olives in greased casserole.

making top layer tomato. Cover with strips of bacon. Bake in moderate oven (350 degrees F.) 25 minutes. Slide under broiler for a few minutes to crisp bacon, if necessary. Serves 6.



Chopped meat roll may be the answer to the problem of using up left-over meat and might please the man who declares that he won't eat left-overs.

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# His First Haircut



"Okay, Mac, gimme a lift up. You got your pay, now make with the haircut!" Michael, 16 months old, checks in for his first trim.



"Well, here we go! Hope this guy knows his stuff." Michael is the son of Mr. and Mrs. Robert H. Shotwell.



"Man! This is all right. Be cooler around the back of the neck next summer, too. And it doesn't hurt a bit!"



"Go easy around the ear there, Mac! Don't wanta get nicked the first time out! Keep the red on the barber pole, not the clients!"



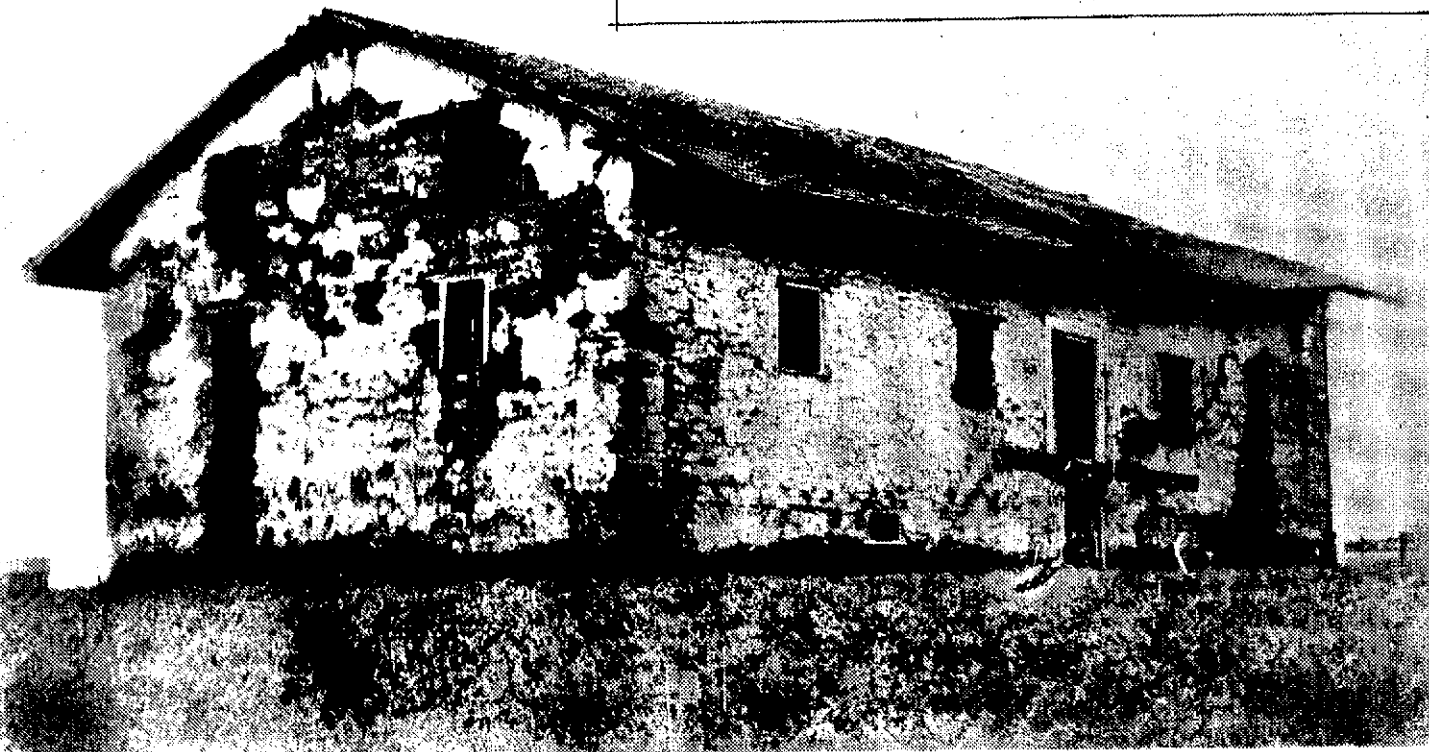
"Wonder if that little gal down the street will like me now, with a haircut, I mean."



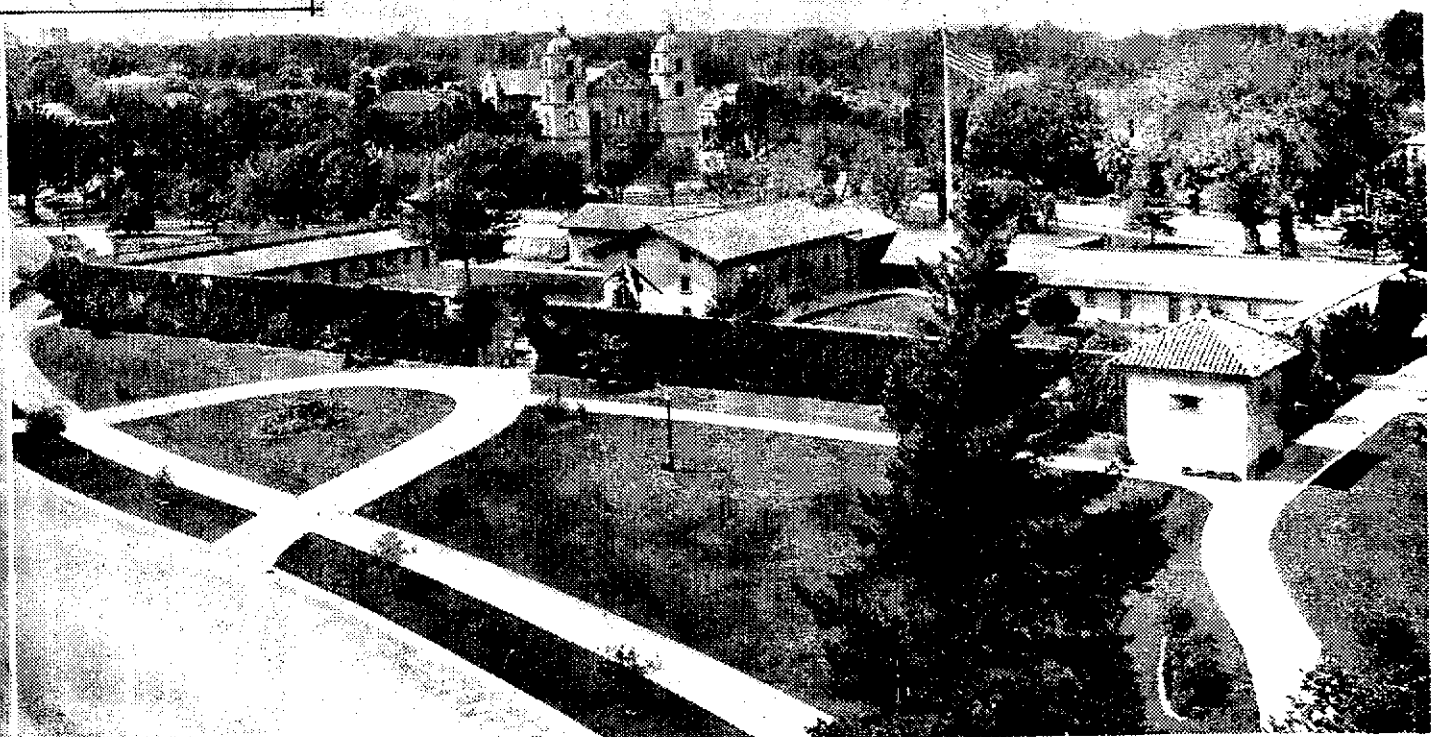
—Photos by H. S. Melvin.

"Gosh sakes, is that all? You guys sure turn an easy buck, don'tcha?" (Of course, this comment of Michael to Eugene Duhamel is made up).

## The California Landscape



Historic landmark in Northern California, Sutter's Fort links the romance of California's brilliant past with modernism of today and promise of tomorrow. Photo shows fort prior to restoration.



—Photos Courtesy Sacramento Chamber of Commerce.

Sutter's Fort today: Capt. John A. Sutter built the fort in 1839 as protection against Indians. After falling into disrepair fort was restored in 1891 by efforts of Native Sons of Golden West.



# Protecting Plants From Cold

By Bob Gilmore

**Y**OUR GARDEN, unlike your home, can not be warmed up simply by pressing an electric button or lighting a fire. Yet many of your plants, especially the tropicals and sub-tropicals, are in danger of being attacked by the cold. In certain years—last year, for example—the casualty rate has been exceedingly high. The time to protect your plants from the cold is now, before the damage begins.

Be very careful about pruning tender ornamentals. Unless they are growing in sheltered and warm locations better not prune them until all danger of frost has passed. Cutting the stems encourages new growth which is always lush and sensitive. These new shoots are especially susceptible to frost damage and extensive die-back of these sections may cause permanent damage.

Be cautious about fertilizing and, if possible, apply only scant applications of nitrogen; in areas subject to extremely low temperatures during the next few weeks it is best not to use any nitrogen at this time. Nitrogen encourages stem and foliage growth, sections of the plant that are especially susceptible to cold weather. Applying potash and phosphorous should cause little harm as these food factors have little effect on vegetative growth. But they are splendid for fruit and flower production.

Cold winds may prove damaging not only because of the low temperature but also because of the velocity. The impact of the wind may be lessened by thinning out top-heavy trees. These specimens are often uprooted if a heavy, compact growth is allowed to remain in the face of the wind. Removing superfluous growth allows the wind to pass on through, rather than delivering its full force against the tree.

Young seedlings may be sheltered under plant protectors. These protectors act like miniature hothouses, each plant having its own protector. The cover or cap that fits over the seedling is made out of specially treated waxed paper that keeps out cold, rain, frost and bugs, yet allows sufficient light to filter through so normal plant development is not inhibited. The heat stored up under the cap forces faster growth, thus bringing the plants into flower much earlier.

Burlap bags or strips of burlap or canvas can be used to good advantage in protecting larger shrubs from frost damage. Stakes may be placed in the ground to support the protective material or the sacking may be draped directly over

the plant, taking care not to break small branches.

Almost any garage or store room will yield some material that can be used to protect against frost. Coverings may be removed during the warmer hours of the day to permit plants to benefit from air and light. This is not necessary, however, where young plants are under the protectors described above.

**M**ANY PLANT casualties are due more to rapid thawing than to the actual cold. The faster the thawing the greater the possibility of damage. Slowing down the rate of thawing will prove beneficial. This can be accomplished by protecting the plants from the sun and the wind. Stacking twigs around the plant will keep the sun's rays from hitting it. The twigs or any comparable material used in this manner will absorb the drying effects of the wind.

Spraying cold water on the affected plants should help as the temperature of the water is just slightly above freezing. This treatment induces more gradual thawing.

Don't relax your efforts at pest control. Many of our more common garden pests are winter-hardy. Plants that have been partially destroyed by bugs or disease may lack the vitality required to resist cold weather.



Individual plant protectors are invaluable because they keep out rain, cold, frost, and garden pests.

## Topic Plants

By Eleanor Avery Price

**N**OW is the time to think about attention-getting house plants which are fairly easy to grow and which will remain most interesting

throughout the winter months. Of course the bulb plants, vines, ficus, and other good indoor subjects are still desirable, but it is fun to grow something quite different that will give the family and guests something special to talk about.

The Bromeliads, monocotyledonous tropical plants, are surprisingly unusual, grand for indoor use—are not so very well known, and have no special cultural difficulties. In fact, their only handicap is their names!

Neoregelia spectabilis, or Painted Fingernail, is a glossy, whorled Bromeliad, with bright red tipping the leaves. Once a year a bloom appears down inside the whorl. A sunny southern exposure is best for this specimen, which requires light, loose soil. Filling the vase-like center is the best means to water this plant. Vegetable coloring added to the water can be used if desired.

Another Bromeliad watered by the same method is the Aechmea miniata discolor, the Living Vase. Leaves are whorled so tightly at the base that cut flowers or berries or very dainty foliage may be placed in the water cupped within the plant. Once a year red berries with bluish petals appear, lasting for several months. This plant needs shade.

**H**ANGING plants can be so lovely as to cause one to gasp in admiration. A small Asparagus sprengeri will, in the course of a winter develop glamorous fairy-like sprays fully five feet long. This delicately textured plant requires sandy soil and not much moisture, which are decided advantages when the plant must be placed in a hanging position. Use a one or two-inch layer of small rocks and a little powdered charcoal in the bottom of the pot if no other means of drainage is provided.

A visit to various nurseries, especially those that carry tropical house plants is educational in the subject of unusual house plants.

# Seed 'Know How'

By Walter Finch



Humus from compost pile is good for covering seed.

**A** QUESTION which every home gardener should answer before he sows a seed this spring is: How many seeds should he sow, for every plant he expects to grow?

It is not uncommon for 100 seeds to be sown in space sufficient for 10 plants. This means a crop reduced by crowding, unless much work is expended on thinning out the excess plants.

There is good reason for sowing more seeds than will be allowed to grow; but when this is overdone, there is a waste of seed and work.

Seeds that germinate slowly, such as carrots, parsley and parsnips, should be sown more thickly than others because the seedlings are feeble, and the force of many acting together helps break the soil crust and bring the sprouts to the surface.

Liberty H. Bailey, dean of horticultural teachers, expresses this opinion: "Thinning is a process of selection, and the best are allowed to remain. It is evident the chances of securing the best are greater when the gardener leaves one plant out of 10, rather than one plant out of three."

But real selection is impossible if seeds are sown so thickly the roots of the tiny plants become entangled, and

It is impossible to remove single plants, without disturbing neighbors. The thickest sowing therefore should allow each seed sufficient space to develop as an individual.

**T**HE surest way with small seeds is to take a few in the hand, and let them fall through the fingers into the drill which has been prepared. Get close to the ground, and with a little practice you can quickly acquire control so that the seeds will be evenly distributed, each sufficiently distant from the next to prevent entanglement.

Keep the seeds in line as well as you can. It helps to let the garden line which was used in making the drill remain in place until the seeds have been dropped.

It helps to mix the very small seeds with dry sand before you begin to sow, using two or three times as much sand as seed. This spreads the seeds out better.



In planting flower seeds, get close to the ground and distribute seeds evenly in rows, keeping them in line.

## Tips on Gardening

**G**ARDEN tips for the week. . . Nurseries are now offering a wide range of deciduous stock. Bare root plants now available include roses, fruit trees, flowering trees and berries. Get these plants into the ground in your garden as soon as possible. They should be transplanted before the new growth starts—and this will occur with the first approach of warm weather.

New crop gladioli are now available at most garden supply stores. In selecting the corms don't think that large size indicates top quality. The way to judge a gladioli corm is by the height of the crown, not by the width. Corms having the largest diameter are usually the oldest and very likely will be worn out. Cut flower growers practically never use a corm larger than a No. Two.

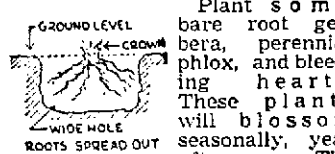
Although rain can be expected at this time of the year, it may not occur. Even if we get rains they may not be sufficient to wet the soil down to the proper root zone. So examine the soil and when you water don't be niggardly. Many plant ills presumably blamed

on other factors are due to lack of moisture.

Mow your lawn often enough so a grass catcher is not necessary. The clippings can be left as long as they are neither heavy nor wet. Eventually they will return to the soil in the form of humus.

### Bare Root Perennials

By J. J. LITTLEFIELD



Plant some bare root gerbera, perennial phlox, and bleeding hearts. These plants will blossom seasonally, year after year. The gerberas (Transvaal daisies) will produce blooms for at least eight months of the year. Perennial phlox bloom from June until November or later. . . Bleeding hearts grow best in shade or partial shade and bloom in late spring.

These plants are obtainable bare root during the next two months. When planting the gerbera and bleeding heart be sure to keep the crowns (area where leaves and flower stems sprout) above the ground level. Spread the roots on an angle downward, rather than poking the roots straight down into the deep narrow hole. Firm down the soil and keep ground moist until those plants sprout new growth.

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# Decorate with Potted Plants

By Bertha Blanchard

**P**OTTED plants have such an important place in the decorative scheme of both house and garden, that no home owner can afford to overlook them. Our grandmothers used potted geraniums to brighten indoor bay windows, but it is only recently that plants in pots have been used extensively, in America, to decorate the exterior of the house to emphasize such architectural features as windows, doors, steps and porches. In the garden, too, potted plants are invaluable to bring color and interest to the spot where it is most needed to create a beautiful outdoor picture.

This outdoor use of potted plants came to us from England. The English introduced this decorative custom from Italy, and the Italians, probably brought the idea from the Orient, long ago. Today, few English or Italian gardens are complete without some plants in pots, placed singly or in groups.

For them, flower beds are no problem. They simply cluster potted plants at any place where a dash of color is needed at the time. This spot may be a shady place or a drab corner, around an ancient fountain, or a low, rustic shelf built around the base of a hoary tree. Again, these potted posies become gay borders along garden walks.

**T**HE SIZE and shape of the impromptu flower bed is limited only by the number of blooming plants in pots available. Sometimes these potted plants can be most effectively arranged in tiers or in pyramid style, placing the taller pots at the back or in the center, with the smaller ones in the foreground or around the outside. This arrangement is particularly attractive when placed against a wall or around a tree trunk.

For a more realistic treatment, pots of geraniums or any blooming plants may be sunk to their rims in the open ground. When blossoms are over, the pots may be lifted out and replaced with other plants in full bloom. In no other way can flowers be enjoyed in shaded areas.

Prim rows of geraniums placed neatly on terraces and porches, on window shelves, balconies, and on long flights of steps leading to second-



Potted plants frame and accent this lovely doorway. Geraniums, petunias, fuchsias grow nicely in pots.



Almost anyone could make this simple frame, with shelves for plants, and place it around a window.

story balconies give a decorative pattern through ribbons of color. It is especially effective to have the color of the flowers harmonize with the window trim or brightly painted front doors.

In order to enjoy and appreciate a garden, it should have a point of accent upon which the attention may be focused. This prevents monotony. How better could this accent be achieved than by the clever placing of blooming plants in important spots? In this way, the point of accent can easily be changed so that different parts of the house and garden may be emphasized.

In fact, both warmth and gaiety are added to bare gardens when colorful plants are so placed as to relieve a dreary effect. So when potted plants are placed on steps leading to a doorway, they give a hospitable welcome. Likewise, harsh lines of posts are broken by pots placed on top and at the base. Unsightly objects, such

as garbage cans, may be hidden by placing potted plants around them.

**T**HERE are many plants besides geraniums, that are suitable to grow in pots. Why not try hyacinths for spring, lantanas, fuchsias, daisies or cool, green ferns for summer and petunias for fall?

Since the flower pot is a part of the decorative plant unit, it should be carefully selected to conform with the material of the house. Terra cotta and wood are the best materials for plant pots and fortunately these blend with the wood, brick, or stucco house.

But remember, no matter what type your house or garden may be, that nothing will brighten dark corners or soften harsh lines and so perfectly complete the outdoor picture, as blossoming potted plants that are colorfully decorative.

IT'S TIME to clean up the garden for spring planting. Timely tips on this chore will appear in next week's Southland Magazine.—Ed.



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The beauty of this already attractive Southern California home is enhanced by placing a row of blooming potted plants on the curb of garage driveway.

—Photos by the Author.

This beautiful picture entrance features large potted plants as decoration for steps and porch railing. There are many variations to this unique theme.

## Camera ANGLE

By The Shutterbug

**M**Y NEIGHBOR became quite curious last Sunday. He looked puzzled when he saw me shifting around a sheet of white cardboard as I was posing the family for their latest snapshot. "Getting kind of fancy, aren't you?" he yelled. I soon



Light from a simple reflector will soften harsh lines of deep facial shadows. Try it for results.

explained it to him. I put him right to work holding the simple reflector so that he could see for himself the benefits of filling in the shadows.

You get good sunlight for your snapshots on many January days. But it isn't always the same type of sunlight. Some days it's a bit hazy and the light is soft and diffused. On other days, the sky is crystal clear and the light turns out to be crisp and even harsh. It is on these latter days, especially, that a reflector can be of great help in getting good photographs of people.

One of the simplest reflecting devices is a sheet of white cardboard. It is inexpensive and efficient. But in a pinch there are many good substitutes. Grab a white dish towel if you have nothing else. Some photographers use cardboard covered with aluminum foil. Anything light-colored will reflect some light.

The nice thing about using a reflector is that it can aid your snapshots, and yet it

doesn't change your exposure. It just adds light that fills in the shadow areas.

Where should you place this reflector to get the best possible use from it? You must place it where it catches the sun, of course, and where it will not appear in your viewfinder. The closer it is to the subject, the brighter the reflection will be. So you can experiment until you find the most pleasing result.

Occasionally you can utilize a light building as a reflector. You will find a beautiful, soft light reflecting from it which can be used to fill in the shadows.

A few weeks ago we discussed the use of synchronized flash with daylight; and that, of course, is a wonderful way to provide the fill-in light. But if you don't have flash, a simple reflector works wonders.

A reflector provides one of those plus values that help to make your pictures just a little bit better. Try one the next time you take pictures of people. You'll like the results.

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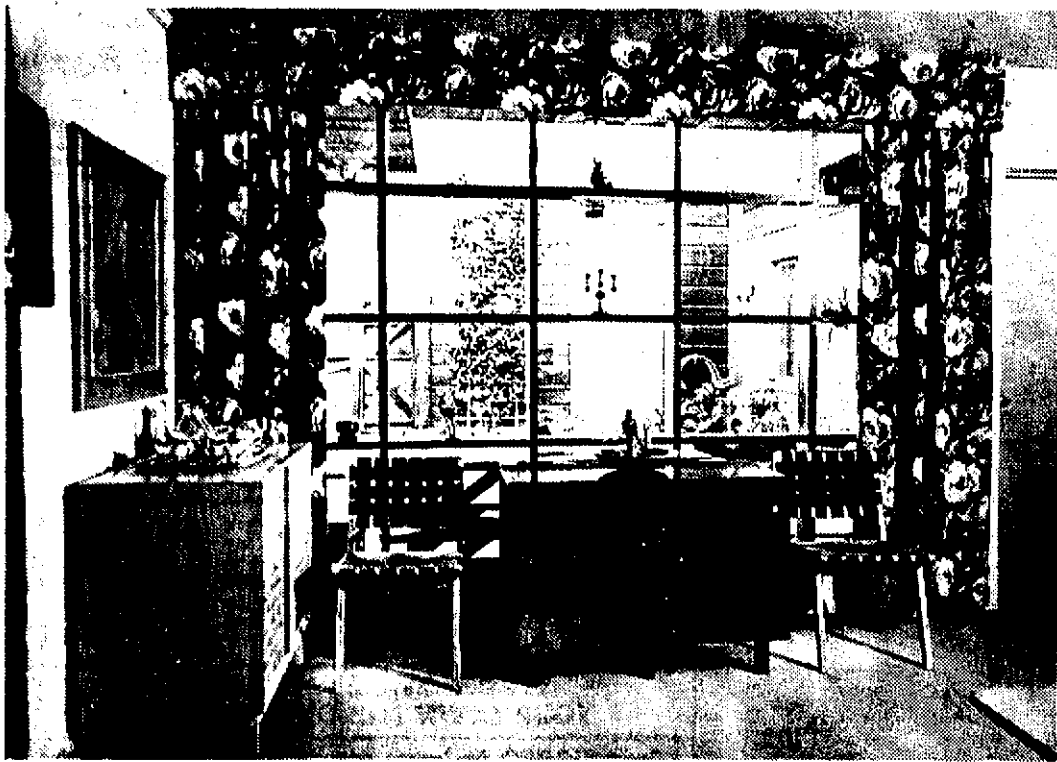
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# Outdoor COUPLE'S HOME

By Dorothy Killam



One end of the Larkey home living room is devoted to this egg-crate window which is decorated with knickknacks. Beyond window are patio and terrace.

**D**URING the summer Mr. and Mrs. George S. Larkey like to swim in the sea and lie on the sandy beach and their new home, which is built just a half block from the beach at 5590 E. Ocean Blvd., caters to these desires. During this season when the weather is not conducive to tanning, Larkey likes to fish off the boardwalk.

Built on a comparatively small lot, this house which contains 1100 square feet of floor space is extended to the sidewalk on two sides with planting in planting boxes creating easy-to-keep-up front gardens. It is built around a terrace and enclosed patio. This arrangement gives the Larkeys more useful enjoyment of the garden space because the privacy of this area permits sun bathing, outdoor meals and entertaining.

Pumice block is used in the construction of this house which is painted a modern shade of canyon pink to accentuate the contemporary styling. The garage which forms the back wall of the patio enclosure is built of redwood and contains a mezzanine for storing things like suit cases. For rinsing off after coming out of the salt water, the shower in the garage is convenient.

The most striking thing about the living room is a window of egg crate design which takes up the entire back wall of the room, from floor to ceiling. Beams which cut the window into equal sections form shelves decorated with figurines. Upon entering the front door, one is treated to a view of the back garden from this window and the same view is visible from almost any place in the living room.

CASEMENT curtains pull together to filter the sunlight or to shut off the dark panes of glass at night. Draperies and cornice boxes are of a red and yellow rose pattern on a black background. Other windows in the room, which look out on the street have draperies and cornice boxes to match but are hung



In these three interesting views in the George Larkey home are (left) dressing table with woven effect used in finish of light wood (center), pencil-stone fireplace and mirrored wall and (right) comfortable couch in den-guest room.

with Venetian blinds for privacy.

Walls in the living room which have been left in the natural brick pattern are painted a soft shade of chartreuse as is the ceiling. Woodwork is painted a slightly darker shade. Carpeting is gray throughout the house to give a feeling of more space. The fireplace is built of pencil stone and the wall above is mirrored. A square of glass block next to the front door lets in the light but insures privacy.

Light wood tables are grouped with a green couch and red sectional. All the furnishings and their accents are of contemporary design. A dining table with leaves dropping almost to the floor is of primavera in a natural dark finish. Chairs which serve it are of light wood with deep brown webbed seats and backs.

Directly off this living room and to the right of the front door is the den-guest room. It is arranged to become part of the living room when more space is needed or to be closed off to give overnight guests complete privacy. The arch between the two rooms is fitted with folding doors of leatherette which slide on a track.

**A** COUCH in the den-guest room opens out into an exceptionally comfortable bed. Windows at the head of the bed are a narrow strip near the top of the wall. These and the other full-sized windows are hung with brown drapes and topped with cornice boxes of combed wood. Walls, ceiling and woodwork are painted the same color as the living room to relate the two rooms closely.

Directly off the den-guest room are half bath and clothes

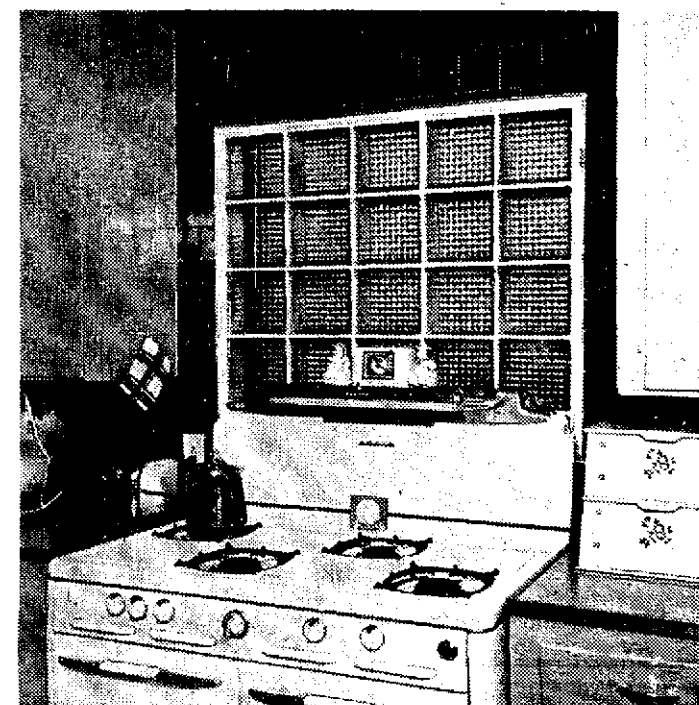
closet. This half bath is built on the back of the master bath to save plumbing expense.

In the kitchen a panel of glass blocks above the stove admits light during the day and is easy to keep clean. Formica on the work counter is deep blue, cabinets are light blue and tile board that covers some of the wall is red. Curtains are red-and-white check to match the red-topped dining table and the red covering on chairs.

The kitchen door opens onto the terrace permitting meals to be served on the redwood tables and benches as easily as on the dining table in dining area of the living room. A skylight in the beamed roof over the terrace gives it added warmth. Dychondra is planted between flagstones to form the patio floor. Begonias grow in planting boxes which line the fence. Plastic-coated screen along the top of the fence lets in light but shields the patio from breezes.

A dark hallway leading to the one bedroom appears lighter because it is painted canyon pink. The bedroom walls are painted cyclamen and doors on wardrobes, which take up one wall, are canyon pink. Draperies are deep green and Venetian blinds are also tinted green. Windows overlook the patio. Narrow slits of windows near the ceiling on the opposite wall are treated in the same manner.

The front of the dressing table, the head and foot of the bed and the front of the dressing table, the head and foot of the bed and the front of Mr. and Mrs. chests are solid but appear to be woven. The light wood is attractive and easy to keep dusted.



Over kitchen range, glass blocks admit daylight but provide more privacy at all times than a window.

## IT'S AN ANTIQUE

# Carriage Lamps

**L** EONARDO DA VINCI in the late 15th Century discovered the value of an upward draft for use in lamps and to him is due the idea of a metal chimney above the flame. But it was more than 200 years later that a French apothecary got the idea of substituting a glass chimney, and even then it was not put around, but over the flame.

Aside from questions of detail in design and construction of lighting appliances, there had been no important change in methods of illumination from the first invention of a primitive lamp until less than two centuries ago. Then came the advent of oil lighting.

The old open-flame lamp with its small solid wick was in common use well through the first third of the 19th Century. It has been noted that it was not until the cheap paraffin lamp made its appearance that there was any marked departure from primitive principles.

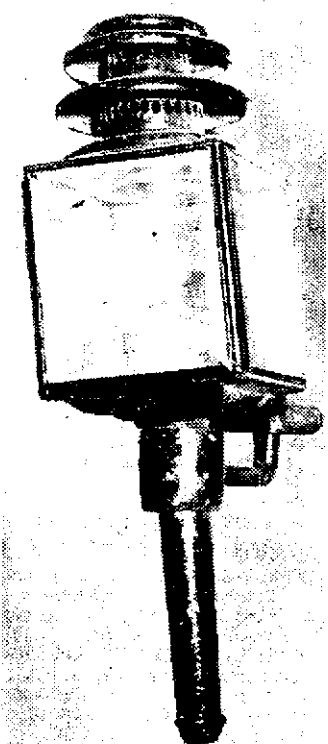
Shown here is an English carriage lamp of the 1850 period. These have become quite popular today as outdoor lights on porches after being wired for electricity. This one is in a Long Beach antique store. This type of lamp burned oils from tar, the oil being vaporized by the heat of the flame, and burned through small orifices in a rose burner and is similar to the type of the naphtha lamp used on street stalls during that century.

**T**HERE is no end to the variations of lanterns having glass windows or sides. They fall into two categories—those in which the metal work is a mere supporting frame and those in which the glass

window occupies the front or sides (sometimes both, as in the one illustrated) of the lantern.

In this second group are navigating lights, dark lanterns of various kinds (including the old-time policeman's bull's-eye lantern), carriage lamps, railway lamps of all kinds, wall-lanterns, etc. Almost all of these contained oil.

The lamp has been an inevitable part of the equipment of every home almost since such a thing as a home as we know it has existed.



Wired for electricity, the English carriage lamps of a century ago now are popular items of home decor.

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# Built On a *Narrow* Lot



A partition of planting box, grill and cabinets sets aside the kitchen from the dining and living areas of Tommy Humphrey's residence in Seal Beach.

By Althea Flint

**M**ANY OF the lots in Seal Beach are narrow and the site on which Tommy Humphrey built his house is no exception. To take full advantage of his limited space at 214 11th St., Seal Beach, Humphrey allowed for only a narrow strip of lawn between the house and sidewalk.

A decorative entry was provided, however, with the front entrance opening on the side of the house where greenery is planted in redwood planting boxes. This attractive entrance also offers a lovely view for the kitchen, dining room and living room because ceiling height windows flank the front door.

Interest is added to the front of the house, which can be seen from the street, by a tall window trimmed by a planting box and lattice. The pleasing exterior color scheme also adds greatly to the appearance of this house. Cement block walls are painted a grayish shade of blue accented by yellow trim on windows, lattices and overhanging beams.

The front door opens into a combination kitchen, dining and living room, but the kitchen and dining portions are shielded by an attractive partition of planting box, grill work and dish cabinets. The portion of this partition which faces the front door is built of a highly-grained wood which has been finished in such a manner that the grain of the wood is enhanced and yet given a green tone. Lush plants in the planting box are being trained to climb a series of metal supports to the ceiling.

On the kitchen side of this partition, the grill work is decorated with lovely hand-painted dishes. Pottery on the lower shelves adds color and is convenient to both kitchen and dining table. Below the grill are dish cabinets; their tops form a breakfast bar serviced by stools on the kitchen side. The dining table is pushed up against the opposite side.

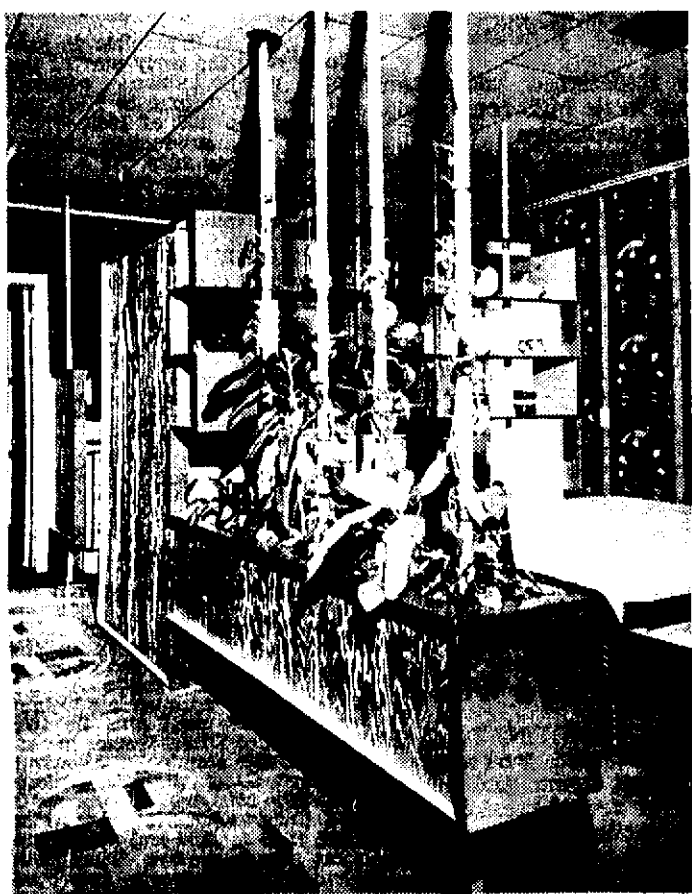
This partition has been painted two shades of green, light and dark, to stand out from brown walls and floors. One wall of the dining and living room areas has been papered in a pattern of gold peacocks on a brown background for striking effect. A light-trough attached to the ceiling provides soft, indirect lighting.

Windows which look out on the front courtyard and its planting are hung with

glass curtains which filter the light and provide privacy during the day. At night, gold sail cloth draperies can be

drawn to insure privacy. Living room furnishings include a deep green couch.

In the kitchen portion the



—Photos by Jasper Nutter.

An entry just inside the front door is effected by the partition which helps to screen the kitchen from view.

Perpetual  
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Cemetery

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YOUR FAMILY'S FUTURE . . .**

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COME AND YOU  
FEEL GLUM  
Try This Delicious  
Chewing-Gum Laxative**

When you roll and toss all night—feel headachy and just awful because you need laxative—do this—Chew **FEIN-A-MINT**—delicious chewing-gum laxative. The action of **FEIN-A-MINT** is special medicine "extract" the stomach. That is, it doesn't act while in the stomach, but only when farther along in the lower digestive tract...where you want it to act. You feel fine again quickly! And scientists say chewing makes **FEIN-A-MINT**'s fine medicine more effective—"feedies" it so it flows gently into the system. Get **FEIN-A-MINT** at any drug counter—25¢, 50¢ or only... **10¢**

**FEIN-A-MINT**  
FAMOUS CHEWING-GUM LAXATIVE



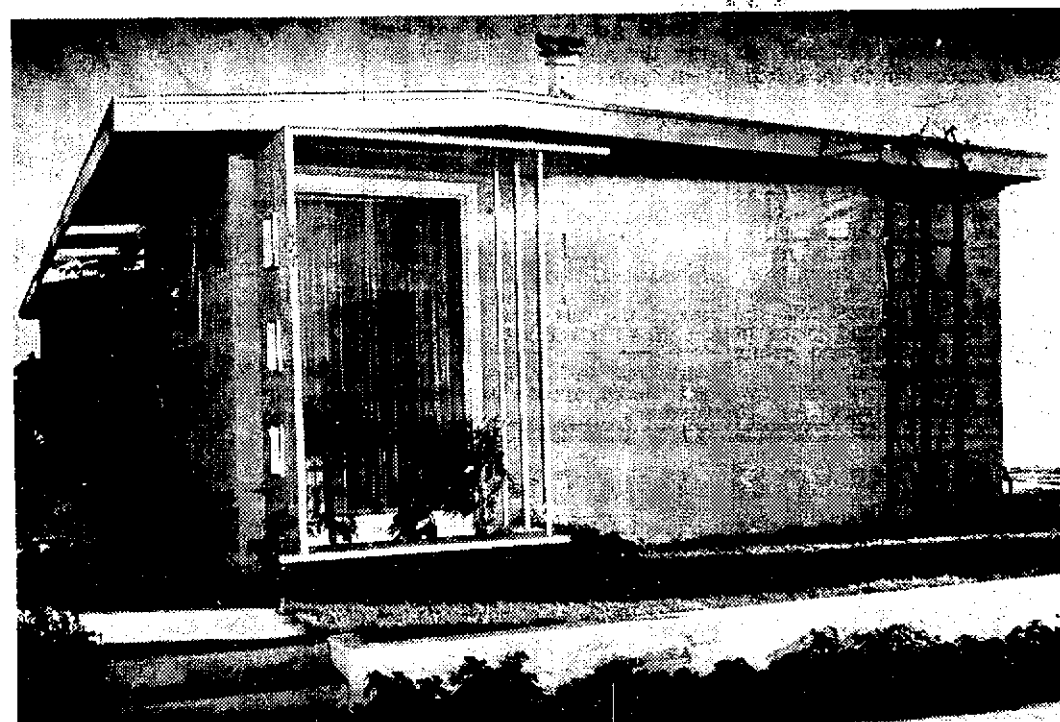
One side of the bedroom is devoted to a built-in chest of drawers and desk. Window overlooks enclosed yard.

refrigerator is hidden from the entrance and the living-dining area by the well-designed partition. The sink in its metal cabinet and the stove are placed against one wall with cabinets above and below. This wall is painted deep brown.

The partition forms a kind of passageway to the bedroom hall and very little space is wasted in hallways. Almost any room may be reached without going through another.

Money was saved in plumbing by building the bath on the back of the kitchen. A hall from the bath leads to the two bedrooms.

One wall of the bath, which is ordinarily left blank, has been lined with cabinets and cupboards for linens. Cabinet doors open down to form shelves for folding linens. Cabinets are also built under and above the sink. Apple green is the dominant color in this room.



The narrow side of the house facing the street is made interesting by lattice trim and by a tall window which has a planting box constructed at its base.

One wall of the passageway leading to the front bedroom is devoted to wardrobes. Split-rattan curtains may be pulled across a track to hide or reveal clothes in the wardrobe. These curtains and sliding doors on shelves above are painted deep green.

In this bedroom one wall is devoted to built-in chests of drawers and a modern-looking desk. This desk is built into a corner below spacious windows

which overlook the enclosed back yard. The wall opposite these built-ins juts out at an angle so twin beds can be placed along it. The middle headboard resembles an end table fitted into the angle of the wall, the other headboard designed in shelves fits into the corner.

**B**EDROOM woodwork is painted in light and dark shades of green. Wallpaper is

in an abstract design of wheat in shades of rose and pink on a deep green background. The built-ins and headboards are painted in shades of green and the asphalt tile floor is a rose-brown color.

Interest is also added to the other bedroom by one wall which projects an angle into the room. Humphrey's mother has furnished this room with a handsome bed and chests dating back to Victorian days.



**For the motorist who demands the best!**

Royal Triton is the famous purple oil designed to meet the lubricating needs of the finest precision-built motor cars. 7600—the gasoline of the future—more than meets the power requirements of today's highest compression engines. This distinguished combination is available at the sign of the seventy-six.

**UNION OIL COMPANY**



**Railroad Teaching Safer Auto Driving**

BALTIMORE, Md. (UP) The Baltimore & Ohio Railroad has started a campaign to let drivers who go through B & O crossings carelessly know about their slips. At grade crossings throughout the railroad's system, employees have been instructed to let down the license numbers of drivers who make reckless crossings. Then the railroad sends the offender a card with "a friendly tip about a slip that might have been serious." The card tells the motorist the time and place of the careless crossing and points out the proper procedure. B. & O. officials say they have been checking drivers for 30

**Rotating Tires Ups Mileage 25 Per Cent**

You'll get up to 25 per cent more tire mileage if you systematically rotate tires every 2000 to 3000 miles. Tire engineers report the right rear tire generally gets 38 per cent of all the wear. The left rear tire gets 29 per cent, right front 19 per cent, and the left front gets 14 per cent. If rotated every 2000 to 3000 miles, tires can simply be moved around one place, always in the same direction. The spare can replace the left rear tire, which can go to left front, and so on. years and estimate that 7 per cent make speedy or careless crossings.

**AUTOMOTIVE News**

**Braking Truck Requires 4 Times Propulsion Power**

DETROIT. (AP) It takes four times as much power to stop a 10-ton truck going 60 miles an hour as it does to propel it. And the stopping process, incidentally, generates enough heat to melt several pounds of cast iron.

That was the report today of Fred J. Walls of the International Nickel Co., Detroit, at the closing session of the Society of Automotive Engineers' annual meeting. Walls and other engineers emphasized the need for improved design, construction and materials of brakes both of land vehicles and aircraft.

Providing for the fundamental job of the brake, Walls said, is relatively simple. The disposal of the generated heat, however, is both involved and bothersome, he declared. Cast iron, he added, is not the ultimate brake-drum material and the engineers are seeking something better.

A. T. Browne of Ace-Brill Motors Co., Philadelphia, reported on progress in air-conditioning motor busses since the first attempts nearly 15 years ago. The progress, he said, gave promise that the fully air-conditioned private automobile will make its appearance within the next few years.

The more satisfactory air-conditioning system currently employs the principle of vapor compression, Browne said. In this a liquid refrigerant is used under high pressure to absorb heat from the air.

**Free Booklet Tells History of Autos**

"A Chronicle of the Automobile Industry in America," with highlights of each year in the industry's history from 1893 through 1948, now is available from the Automobile Manufacturers' Association.

The 76-page booklet is offered in limited quantities at no charge, and at cost price on large orders. Prepared by William L. Powellson, A. M. A. librarian, it gives a quick review of significant events for each of the 55 years covered by the booklet.

The chronology lists accomplishments of hundreds of industry leaders; gives the names of all new vehicles brought out each year, and has scores of photographs of cars, trucks and bus models over the years.

**Morning Best Time to Fill Gas Tank**

Since gasoline expands as the temperature rises, a gallon has less actual fuel in hot weather. This means you get more gasoline per gallon in winter than in summer, and you even make a real savings if you buy gasoline in the morning rather than after noon.

**War-born Jeep Now Used to Battle Forest Fires**

TOLEDO, Ohio. Jeeps equipped with fire plows and two-way radios have become formidable weapons in the forestry service's fight against fires on the nation's 624 million acres of timberland.

An estimated 1000 units, including jeeps and four-wheel-drive trucks are already in use in forestry service, according to William J. Wade, director of government sales for Willys-Overland Motors, Inc.

Wade declared that Missouri and Louisiana each have 65 specially equipped fire-fighting jeeps in the field to protect their forest land, and that the federal government recently placed an order for 425 additional jeeps and trucks to be used in forest fire control operations.

The units also are in use in California, Florida, Mississippi, Alabama, Michigan, Pennsylvania, Maryland, Montana, Utah, New Mexico and North Carolina, he added.

Wade said that Willys, in conjunction with the U. S. Forestry Service, is conducting a series of regional clinics to determine the efficiency of the jeep type of vehicle in fire control work. Early reports indicate, he said, that the jeep may become standard equipment for this duty. Clinics have been held at Eagle River, Wis.;

Cook's Forest, Pa.; Fort Morgan, Mobile, Ala.; plus a logging demonstration at Apple Creek conservation project, Wooster, Ohio.

The company official said jeeps are favored as fire fighters in many cases over heavier equipment because they are less expensive to own and operate, are highly maneuverable, have high-on-the-road speed. Because of their low initial cost the doughy hero of World War II may be considered expendable in cases of emergency, Wade asserted.

Fire lines, wide spaces scraped free of inflammable matter at strategic spots to block progress of the fire, are easy to build with a jeep. This is done with a fire plow, an implement resembling a spring tooth harrow attached to the jeep by means of a hydraulic lift.

Fire fighting equipment on the jeep includes a front end winch to snake out logs, and pull other vehicles out of bogs, two-way radio, an 80-gallon water tank, with pump and hose mounted, the fire plow and other miscellaneous hand tools.



**LONG BEACH VISITOR**—Pictured above, left, is C. K. Whittaker, president of the Studebaker Pacific Corporation of Los Angeles, and vice president of the parent company in South Bend, Ind., on one of his rare visits to Long Beach. Photo was snapped while Whittaker was pointing out to Ed James, one of the local dealers, that Studebaker, during the year 1949, had captured a larger share of the nation's automobile sales than ever before in that company's almost 100-year history. Not to be outdone, James showed Whittaker figures on new and used car sales that made the executive happy. More than 3000 cars and trucks were sold by James during the year 1949... an all-time high record for the harbor area agency.

**'50 Cadillac Bodies Lower; Hydra-Matic Shift Faster**

NEW YORK, Jan. 21. (AP) Redesigned bodies and chassis elements and advances in its high compression engine mark Cadillac's 1950 model automobiles.

The new cars, in nine different models, all noticeably lower, were shown at a national meeting of Cadillac distributors here. The public will get its first view of them at General Motors' Midcentury Motorama, which opened at the Waldorf-Astoria Hotel Thursday.

Price tags for the new Cadillac models were announced Wednesday.

Along with body, chassis and engine advances, Cadillac also announced refinements in its Hydra-Matic transmission. These improvements, Cadillac engineers said, provide the "fastest and most effective transfer of engine power yet achieved in any automatic transmission."

The automatic transmission is standard equipment on the Series 62 and Series 60 special models, and remains optional on the Series 61 and 75 models.

**ALL LOWER**

John F. Gordon, Cadillac general manager, said that while all the new models are lower, some as much as four inches, road clearance has not been changed. Interior head room, he added, has been maintained and in some models increased.

The new cars have lower hood, front fender and front grille treatments. The Cadillac tail fin design is retained. A distinctive appearance change is achieved by a new and broader single-piece curved windshield, and a completely new top.

Cadillac engineers claim improved design for front and rear wheel suspension and a redistribution of car weight. These features, they say, further assure the greatest ease of handling and the smoothest ride so far achieved in motor cars.

**WIDE CHOICE**

In the Series 61, Cadillac is putting out for 1950 a five-passenger, two-door coupe and a five-passenger four-door sedan on a 122-inch wheelbase. The Series 62 has a five-passenger two-door coupe; a five-passenger four-door sedan; a coupe de ville, and a five-passenger convertible coupe on a 126-inch wheelbase.

The Series 60 special has a five-passenger, four-door sedan on 130-inch wheelbase, and the Series 75 has a seven-passenger touring sedan and imperial sedan on 146-inch wheelbase.

All models are powered with Cadillac's 7.5-to-1 compression ratio engine. A newly designed carburetor coupled with engine cylinder.

**der-head modification introduces a carburetor heating system.**

In the new carburetor design exhaust heat is directed around the carburetor idling system. This helps facilitate cold engine starting and minimizes possibility of the freezing of moisture in the carburetor jets.

**Motoring in U. S. to Set Record in '50, Says Club**

WASHINGTON, D. C. An unprecedented volume of travel at home and abroad and a record-breaking road construction program will be important aids in maintaining the economy of the nation at a healthy level during the year 1950, Lou E. Holland, president of the American Automobile Association, predicts.

In a statement on the motoring and travel outlook for this year, the A. A. A. official expressed confidence that domestic travel expenditures will exceed the seven billion dollar figure of 1949, and that the parade of American travelers to foreign lands will break all existing records. He said that nearly four billion dollars will be spent on street and highway construction during 1950 in a mammoth road improvement program.

The A. A. A. president's statement said: "The U. S. road-building program of 1950 will be the greatest in world history, with an estimated \$2,250,000,000 expended on state highways and about \$750,000,000 used to maintain and construct city and village streets. Another \$1,000,000,000 is expected to be spent on county and local roads."

"Stepped-up competition for the traveler's dollar during the coming year is expected to result in more inexpensive vacations for a greater number of people. A tendency on the part of the 1950 traveler to shop around for accommodations also will contribute to lower prices. What was true of 1949 will be equally true of 1950, that people who expect the best services must do their planning well in advance."

"The new year will see an increasing number of states and municipalities adopt progressive parking and traffic engineering programs which will tend to reduce congestion and accidents in our urban centers. Off-street parking is a trend which will gather momentum during the next twelve months."

**Body Firm's Emblem From Famed Coaches**

The Fisher Body emblem is derived from the designs of two coaches used by the French Emperor Napoleon Bonaparte which were considered the finest examples of coachcraft. Today the symbol stands for the finest in automobile bodies.

**Lot of Cable**

Electric cable is the "copper nerve system" of the automobile. From 250 to 500 feet of cable is used in the modern car.

**Along Automobile Row**  
BY TOM WYNN - AUTOMOBILE EDITOR

THE AUTOMOTIVE industry moves into the second half of the 20th Century hopeful and confident that even greater contributions can be made than those of the first 50 years.

Manufacturers start off 1950 with heavy demand for its products in most parts of the country. Dealers' stocks of new cars hit the lowest point for the year in the final month of 1949. As a result, many manufacturers have increased their early 1950 production schedules.

While it is impossible to predict beyond the early part of the year, many industry officials believe that output in 1950 will equal or top that of 1949, which broke the production record standing since 1929. At a minimum they expect production to remain far higher than prewar levels for many years to come.

**TRUCKS NEW, TOO**

Details of changes incorporated in its 1950 truck lines, scheduled for national announcement this week, are revealed by GMC Truck and Coach Division of General Motors.

Largest exclusive producer of commercial vehicles, GMC in 1950 will feature stepped-up horsepower in its light and medium duty engines, as well as a number of cab, chassis and engine advancements. The horsepower of the 228-cubic-inch engine will be increased from 96 to 98, that of the 248 from 100 to 110 and the 270 from 104 to 120.

In addition, GMC will introduce new model series in the 1½- and 2½-ton ranges and two new six-wheeler series in the 24,000-32,000 gross vehicle weight range. There will also be two new, lighter Diesel tractor series.

From the standpoint of driver comfort, GMC's light and medium duty cabs will feature seats 56¼ inches wide, 14 inches wider than 1949 models and 9¼ inches more than prewar. They will have more headroom, improved door sealing and increased seating comfort.

**FLOOR IMPROVED**

Other advancements in the 1950 light line include a one-piece, dustproof floor in panel, suburban and canopy express models. On the suburban, side-hinged panel doors will be available as an option in place of the standard lift door and hinged tailgate. And all light duty models in the 100 through 250 series will be equipped with new airplane-type, double-acting shock absorbers.

James K. Wood, head of the local GMC agency, reports that the new truck models will be on display this week at his 1900 W. Anaheim St. showrooms.

Most Americans, upon buying a new car, immediately set out to find some gadget to add to it. In fact, the appearance of a new model is a signal for gadget makers to develop for it some new type of bumper guard, sunshield, fender ornaments, or other accessories.

While its own overdone, this American trait of redesigning cars actually has been a big factor in automotive improvements. Literally hundreds of items that now are standard equipment on today's cars began life as gadgets people added to their cars. The list includes roofs, bumpers, windshields and wipers, speedometers, self-starters, horns, front and rear lights and many more.

Once enough people want a gadget on their car, it usually becomes standard equipment. One car maker, for example, lists about 40 items that were either unknown or extra-cost accessories in 1929 and which are all standard equipment today.

Smith & Thorp, 141 E. Anaheim St., and Auto Electric and Speedometer Co., 516 E. Anaheim St., have been elected members of the Service Distributors Division of the Automobile Electric Association, it was announced last week by S. W. Potter, executive secretary of the association. The local firms thus become members of an international organization composed of manufacturers and distributors of original equipment and parts for automobiles, tractors, trucks and other motorized equipment.

**DEALER HONORED**

Frank Sawyer, head of Sawyer Motor Co., 700 W. 17th St., has

**Official Predicts Increase in Autos**

SACRAMENTO, California will be rolling on more wheels this year than ever before.

This is the opinion of State Motor Vehicle Director A. H. Henderson, who estimated revenue from operation of licensed vehicles will total over \$55,000,000 in the 1950-51 fiscal year. He predicted there will be 4,530,000 vehicles registered in California by June 30, 1951.

California motorists were warned to check carefully their 1950 potential registration cards. The potential registration cards bear the amount of fees due for 1950. They should be checked carefully with regard to ownership statement, Henderson said.

**5500 Auto Gadgets Patented Each Year**

DETROIT. Patents on automotive inventions, which make up a sixth of the patents granted yearly in the United States, now are being issued at a rising rate after a lull during and since the war.

This year some 5500 automotive patents will be issued. About 85 per cent will go to individual inventors and small firms; the rest will go to vehicle manufacturers and large parts-making firms.

Since the patents expire after 17 years, the bulk of some 400,000 automotive patents issued since 1896 now are free for anybody to use.

**Automatic Shifter in Heavy Demand**

Exclusive of units for military purposes, a total of more than 1,500,000 Hydra-Matic fully automatic transmissions have been produced for automotive use since 1939.

**Trolley, Bus Fares Below Auto Costs**

Traffic consultants estimate that in a city of 1,500,000 persons the citizens pay \$120,000,000 each year for private car travel, but only \$18,000,000 for motor bus, trackless trolley and street car riding.

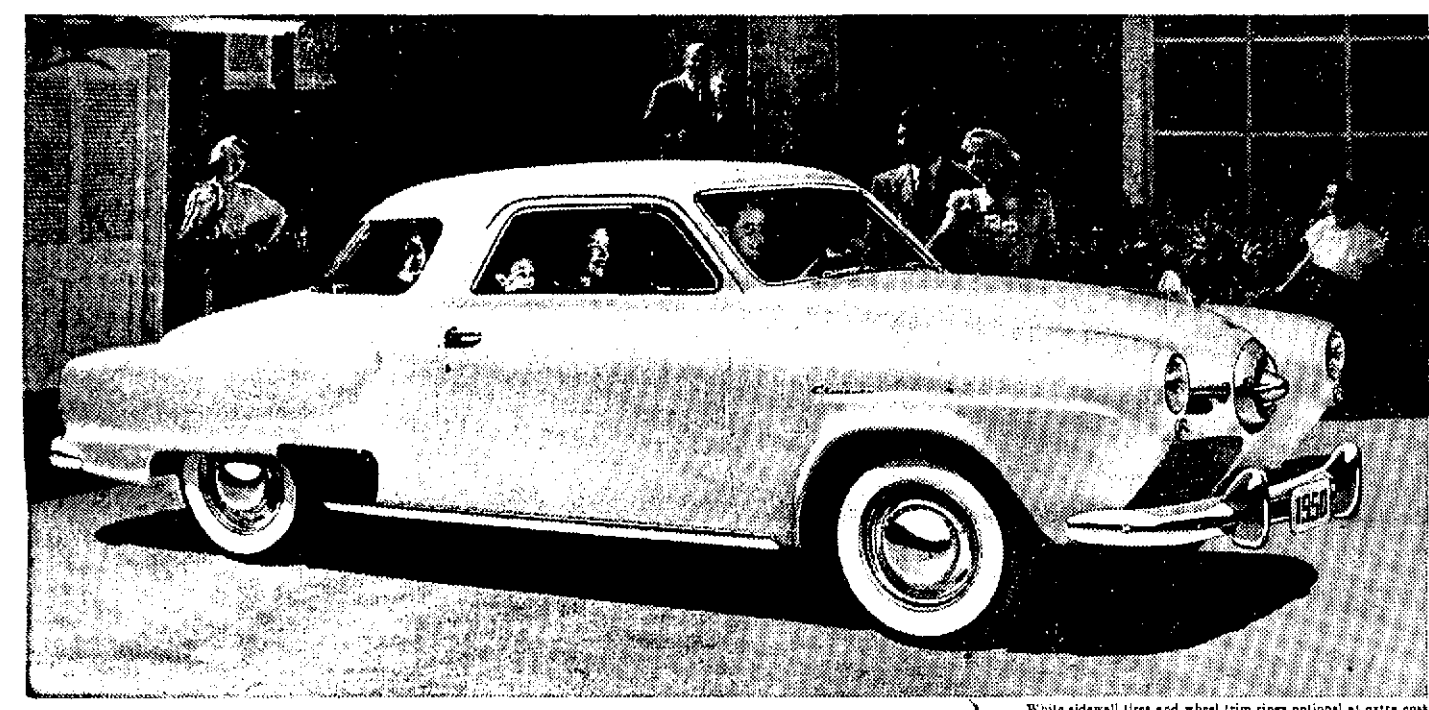
**Auto Horns Tuned for Pleasing Tone**

Deico-Remy horns for automobiles are designed to work in pairs. One horn is tuned to a high note and the other to a low note so that a pleasing tone results when they are sounded together.

**Inventor of Bearing Held 250 Patents**

John Wesley Hyatt had more than 250 patents to his credit, including celluloid. Yet, the Hyatt roller bearing which he invented in 1888 is the only product perpetuating his name.

**NOW ON DISPLAY**  
**NEW 1950**  
**GMC TRUCKS**  
SEE THE NEW MODEL SERIES IN THE **1½ AND 2½-TON RANGES**  
• MORE HORSEPOWER  
• GREATER CAB COMFORT  
• WIDER SEATS  
• AND MANY OTHER NEW FEATURES  
**GENERAL TRUCK SALES, INC.**  
1900 West Anaheim Street  
Phone 6-7219



**This Week End! Ed James Makes It Easy For You To Buy**

*The new 1950 Studebaker*

**THE STUNNING DELUXE CHAMPION "STARLIGHT" CLUB COUPE**

Shown Above—Including Automatic Overdrive Transmission And Famous Hillholder—Yours Today For

**ONLY \$628 DOWN!**

Including Tax—30 Months on Balance

**CHAMPION DELUXE COUPE WITH STANDARD EQUIPMENT**

**\$376 DOWN!**

Plus Tax and License Prompt Delivery

**CHAMPION 4-DOOR SEDAN REGAL DELUXE WITH OVERDRIVE AND HILLHOLDER**

**\$651 DOWN!**

Including Tax 30 Months on Balance Immediate Delivery

You Can Save More Than \$200.00 By Taking Delivery At The Factory In South Bend, Indiana. Nice trip! But You Must Order In Advance!

**MONEY-SAVING "VOLUME" TRADE-IN ALLOWANCE!**

**Act at Once! The Day Is Short! We Close 9 P. M.**

CORNER OF 14th & AMERICAN **JAMESTOWN** TELEPHONE 6-4219



# Auto Makers See Good Year Ahead; Many Do Research on Smaller, Cheaper Model

**By DAVID J. WILKIE**  
DETROIT, Jan. 21. (AP) The automobile industry will reach the highest production rate in its history in the next three months.

Commitments for materials and sub-assemblies assure this. They indicate a first quarter output this year of nearly 2,000,000 cars and trucks.

The industry's biggest single month's output so far was 863,811 cars and trucks, built in April, 1929. If this mark doesn't fall this month, it will in February or March when the auto makers are scheduling overtime work in most of their operations.

Despite the huge output indicated for the months immediately ahead, industry sources, including many sales managers, decline to forecast production and sales volume for the latter half of 1950. Generally they confine their predictions to the statement that output for this year's first six months will exceed that of any previous like period.

**NOT PESSIMISTIC**  
The caution of the sales heads regarding July-through-December prospects doesn't mean they are pessimistic. They are very much afraid, however, of over-enthusiasm by their retailers. In all their contacts with the retail organization the sales managers are emphasizing that business isn't going to come easily in the year ahead.

The industry's supply situation is nearly normal now. The car makers are able to count upon just about all the materials they need for any volume of output.

Besides planning new production for the first part of the year, the industry also has more experimental work under way in its research departments than at any time since the war. Many engineering groups are tearing down competitors' cars for what may be learned about technical progress.

**SMALL CAR RESEARCH**  
Many researchers are at work, too, on experimental vehicles that might be put into production next year. In all instances the car makers are going to be sure, however, of a profitable public demand for a cheaper vehicle before putting it on the assembly lines.

There was much talk during the latter part of 1949 about more competition for Chevrolet, Ford and Plymouth in the present price field. So far no additional cars to compete in that area have reached the assembly line stage.

Nearest to introduction in that price class is a new Nash car. Nash already is tooling up for a new lower priced model to supplement its present line of cars. The new car may be ready for public introduction in April.

**RE. WILLYS TRYING**  
It is a standard size vehicle and has no connection whatever with the small experimental model Nash has been showing throughout the country in recent weeks.

Kaiser-Frazer has developed a new model that it hopes will take some business away from the present low price field leaders. Willys-Overland also has been do-

## Brighter Colors Return to U. S. License Plates

WASHINGTON, D. C. Like men's neckties, automobile license plates for 1950 carry forward the postwar trend toward brighter colors, according to the American Automobile Association's annual survey of state motor vehicle registration and license laws.

The A. A. A. report, just released, points out that the drab ones used during the war have now been generally discarded for more cheerful colors. The variety of the spectrum—orange, gold, chrome yellow, royal blue, red, bright green, lemon, yellow, silver, light blue, cream and straw—are among the shades used in 1950 license plates.

Cheerful combinations include silver on blue for Nevada; green on white for Colorado; blue on orange for Florida; black on lemon yellow for Ohio; yellow on blue for Pennsylvania; and gold on black for Indiana.

Nine states have now departed from the old practice of issuing new license plates each year. Five states—Connecticut, Delaware, Maryland, Missouri and Wisconsin—have some type of permanent plate.

California is using its 1947 plates with a '50 insert, while Maine intends to use its 1950 plates for an indefinite number of years by providing date tabs. In Massachusetts, 1950 windshield stickers are authorized for use with 1949 plates, and Rhode Island has authorized black-on-white '50 inserts.

**Blame the Driver**  
CLEVELAND, Ohio. Most automobile accidents are the fault of the driver, not the car, a safety bureau reports. This was as true last year as it was two years ago. Motor vehicles "in apparently good condition" were involved in nine out of 10 accidents. External factors, such as inadequate street lighting, accounted for these hard-to-believe figures.

Sunday, January 22, 1950



**1950 TRUCKS ON DISPLAY**—GMC dealers across the country are now displaying new 1950 models. While few of them have the room to feature exhibits as extensive or elaborate as this special factory showing, it takes only one truck to demonstrate the rugged good looks, the sturdy truck-built engine and chassis that are characteristic of every one of the wide variety of light, medium and heavy duty models in the GMC 1950 truck line. Additional models this year include new series in the 1½ and 2½-ton ranges, new middle-weight six-wheelers and new lighter Diesels. In addition, the line features increased horsepower in its light and medium duty engines, as well as many cab, chassis and engine advancements. The new models are being shown locally at 1900 West Anaheim St.

## Auto Chief Says Business Good, Competition Keen

HUDSON MOTOR CAR CO. has just completed one of its most successful years, A. E. Barit, president, said in reviewing the company's business for 1949.

By invading a lower-price field with the new Pacemaker, Hudson has broadened the company's market, Barit said. With its lower-priced entry the company now offers it's "step-down" design in a wide price range.

"Business prospects for the coming year are excellent for a number of reasons," President Barit said. "In the automotive business, for example, the need for cars for replacement alone is still very great, as is evident from the large number of old, worn-out vehicles still in use. "Another important factor is that the automobile-using group is ever broadening with the establishment of new families at a very rapid rate.

"It is well to bear in mind, too, that the population growth of our country has been progressing at an unusually rapid rate for some years now, augurs well for our future market," he stated. "Another factor worth mentioning is that the average individual income of the American people has been sharply increased in recent years. This is certain to have the effect of adding to the automobile-using group.

**CREDIT AVAILABLE**  
"Not only do the American people have money in greater abundance than ever before but credit is also readily available to them. "While the income of certain segments of our economy may be somewhat less than in the previous year, the income of each segment will apparently still be sufficiently large to enable buyers to satisfy their needs for automobiles and other necessities," Barit observed.

From the standpoint of general business conditions, it is pertinent to mention that most of the unhealthy business practices which came into being as a result of the severe material and commodity famine have been largely eliminated. This, of course, contributes to confidence in the current business structure.

**PRINCIPLE SAME**  
With the introduction of the new model to supplement its already popular Super and Commodore series cars, the company offers a smaller car in a lower-price field embodying the principles of the "step-down" models. The essential characteristics of "step-down" design permit the car to be built lower to the ground, still providing unusual head room within the body, and ample road clearance. It also provides free flowing lines, easier handling, smoother riding and safer driving, the firm's engineers claim.

Approximately 17,000 persons now are employed by the company and pay roll rates are the highest in its history. Hudson has further strengthened its distributing organization with additional zone and large parts warehouses which have been added for quicker and better service for customers and dealers.

**MANY OLD CARS**  
"A recent independent survey points out that 40 per cent of the 35,000,000 cars being driven today are 10 years old or older. The survey further says that America's potential market will increase 15 per cent in the decade from 1950 through 1960. This means that Americans will increase their present expenditures for goods and services from \$178,000,000,000 a year to \$205,000,000,000," Barit said.

However, I should like to warn dealers and salesmen against over-confidence in the belief that large demand automatically insures success to all units of industry. One result of the post-war adjustments which already have been accomplished is that we again are conscious of such natural laws as 'supply and demand' and 'the survival of the fittest.' This influence is being felt very strongly. I regard this as a very healthy situation.

"Although there is a heavy demand, there is a more careful approach on the part of the buyer," he concluded.

**Darkness Is Danger**  
CLEVELAND, Ohio. "When the sun goes down, slow down," could be called the answer to night traffic accidents, the Street and Traffic Safety Lighting Bureau reports. In 1948, there were 5,000 more deaths after dark than in daylight hours. Drivers and pedestrians alike are tired and anxious to get home, and they are not as alert as they should be for driving under these strained conditions.

## Car Width, Length Ideal, Says Expert

NEW YORK. Maximum width and length have been reached in most of America's automobiles, especially the larger and higher-priced car, and the tendency is to reduce length at present, by better space utilization, without corapacting the interior.

Height of cars also have reached a limit, from the point of practical distances as to ground clearance and comfortable headroom, Earl says.

Continuing progress is being made in auto design, however, he points out, citing particularly better visibility, better treatment of exterior and interior trim, and advances in color and pigment uses.

**GOAL APPROACHING**  
"In general," said Earl, "we are successfully approaching a long-time goal of eliminating hazardous blind spots. Very favorable comment has been received concerning visibility on present cars.

"The advances in color treatment have been marked in recent years, with development of many new paint pigments for better durability and greater luster. Retentions so far as our exteriors are concerned. Gains of the last few years provide a greater range of cloth patterns and consequently a resultant greater range in appearance possibilities.

Automotive designers are conscious of the wants of women in

present-day cars, Earl maintains. He has a number of women designers and styling advisers in fabric and color work in his section, with the aim of attaining a satisfactory balance in style based on the desires of both men and women.

**SALES FACTOR**  
The designer regards car styling in automobiles as becoming more important year by year as a sales factor.

"It is a matter of record that poor styling or improperly timed styling has proven financially disastrous to some automobile manufacturers," he said. "Appearance plays more of a part in determining car sales than most people realize."

"There has been some criticism

**Promote Sanitation**  
CLEVELAND, Ohio. Pedestrians seldom discard refuse on well-lighted streets, a street lighting bureau reports. Light also assists in the quick and effective cleaning of the pavements after the traffic has subsided.

## Tire Firm Chief Sees '50 Bright

AKRON, Ohio, Jan. 21. "All signs point to ample business in 1950 for those companies willing to go out and ask for it—and, be assured, the General Tire and Rubber Company's program for the new year is the most aggressive selling campaign in the company's 34 years in the rubber industry," Vice President L. A. McQueen told general sales representatives at a sales conference here.

In pointing to 1950 as a promising year, McQueen listed the following 10 factors as reasons for his optimism:

(1) Highest national income in history, (2) highest per capita purchasing power, (3) greatest demand in history for durable goods, (4) continued increase in population over the 8 per cent gain of the last five years, (5) increase of more than 15,000,000 families in the last 10 years, (6) employment at good wages of more than 60,000,000 persons, (7) strongest banking structure in our history, (8) low inventories in most products, particularly rubber; (9) likelihood of tremendous exports increase, and (10) tremendous need for public works.

**Oil Costs Low**  
If you drive 10,000 miles a year, an oil charge at every 1000 miles costs only \$8 per year—or about 65 cents per month. Compared with the cost of new bearings or pistons, keeping oil clean is inexpensive.

## Auto Makers Lead in Cotton Buying

Tire cord was the leading consumer of cotton fiber in 1947, the National Cotton Council has revealed, on the basis of new reports just issued by the Bureau of Census. A total of 863,120 bales was consumed in tire cord manufacture, the preliminary figures show.

The use of cotton in tire cord during 1947 represents an increase of nearly 100,000 bales over the preceding year, the council stated, despite competition from synthetic fibers.

The automobile industry was the largest single industrial user of cotton, accounting for 1,039,670 bales in 1947. This includes the cotton used for tires, linings and upholstery, seat covers, tops and convertible tops.

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The revolutionary new surfacing process that keeps the finish of your car like new. Requires only 30 minutes. Completely restores luster. Impervious to moisture. Unaffected by smog. Resists heat, sun, inhibits oxidation.

**Any Car \$6.75**  
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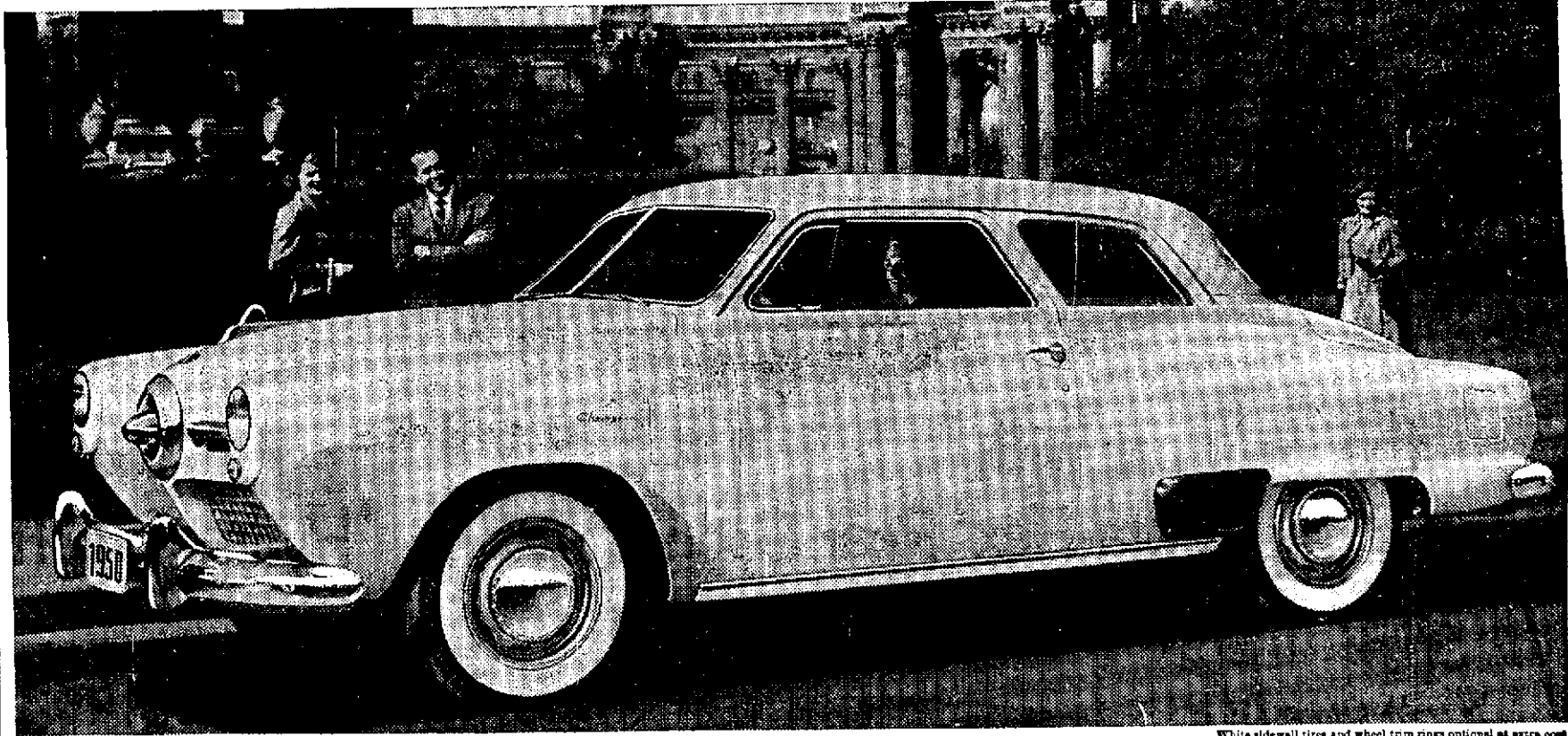
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# Get the out-ahead style and sensational savings of a new 1950 Studebaker

**Brand-new "next look"! Trim! Sleek! Flight-streamed! No bulging excess bulk to squander gas!**

**SHARPEN** your pencil and get ready to total up a big list of new-car savings!

Come in and jot them down item by item—the sizable savings you can make on gas, on oil, on repair bills, by driving a new 1950 Studebaker!

What's more, this low, long, alluring Studebaker is unmistakably out ahead in style. It's the "next look" in cars—the fresh new kind of designing that tells everyone you know that you're driving a real 1950 model.

Stop in now. Go out for a ride in this newest and finest Studebaker. Take the wheel and drive it! Get the proof that it's America's top value in a new car!

**Gasoline goes a long way!**  
Every 1950 Studebaker has the right build for thrift—trim, sleek, flight-streamed—no bulging excess bulk. Automatic over-drive is extra cost—assures extra savings.

**Dream-like riding comfort!**  
Studebaker's "miracle ride" is motoring's finest. Bumps flatten out. Curves straighten out. A new perfection of balance! A brand-new kind of front-end coil springing!

**Father-and-son craftsmanship!**  
America's most painstaking automotive craftsmen—father-and-son teams and other craft citizens—build exceptional durability into the structure of every Studebaker.

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# California Expects Gas Tax Revenue to Show Gain

SACRAMENTO. Revenue from California weight fees on trucks, automobile registrations and other motor-vehicle fees will total \$53,200,000 during the 1950-51 fiscal year, an increase of \$1,643,000 over the expected revenue for the current fiscal year, predicts the State Department of Motor Vehicles.

It predicted there will be 4,850,000 vehicles registered in California by June 30, 1951, as follows: Automobiles, 3,497,000; commercial vehicles, 401,000; trailers, 343,000; motorcycles, 33,500.

The anticipated revenue is exclusive of motor-vehicle license fees, which are expected to total \$42,952,000 during the current year.

Another 1.5 cents per gallon increase in the California gasoline tax, which would bring the state tax up to 6 cents in addition to the 1.5-cent federal levy, is now being advocated by two members of the State Legislature. The tax was increased 1.5 cents, from 3 to 4.5 cents, in 1947.

Although sponsors of the addi-

## Hint to Motorists

MEMPHIS, Tenn. (AP) Inspector Hal Allen of the police department's accident investigation division says a lot of traffic grief could be prevented if drivers would "treat the other motorists as they would a guest in their home."

Allen labels, slow-driving, middle-of-the-road and motorists who make improper traffic turns as the worst, and most dangerous, traffic offenders.

## Packard President Says Turbine Coming

DETROIT. Looking into the automotive future virtually on the eve of his retirement as president of the Packard Motor Car Co., George T. Christopher predicts that the car of 1959 is quite likely to be powered by a small and extremely economical gas turbine.

"Although today's automobiles are the best ever built, tomorrow's will be far superior," he predicts. "While the car of 1959 may not be powered by atomic energy, it is quite likely to have under its hood a small, simple and extremely economical gas turbine. In any event, it will be as far ahead of the car you are now driving as this year's models are ahead of the cars of 1934."

## Warning Issued

SACRAMENTO. California's millions of motor vehicle drivers were warned by Highway Patrol Commissioner Clifford E. Peterson to "use either headlights or foglights, but never both at the same time" when driving in fog.

# Oil Industry's Researchers Cut Motorists' Fuel Bills

CHICAGO. The oil industry's co-operative program of "wildcatting in basic petroleum research" is producing a rich harvest in social, economic, and industrial benefits, Robert E. Wilson, chairman of the board, Standard Oil Co. (Indiana) said here.

Dr. Wilson, speaking at a session of the American Petroleum Institute, described dividends received by the public and the industry from the institute's extensive program of basic scientific research carried on at many different educational and other institutions.

While the work was not directed toward practical results, the fundamental work carried out proved to have much practical value, some of it quite unexpected, he said.

Such accomplishments outlined include: (1) Increasing the production of 100-octane gasoline; (2) Savings to the industry and the nation of millions of barrels of distillate that otherwise would not have been recovered from high-pressure gas fields; (3) Advanced production practices to increase oil recovery; (4) Indispensable information for the design of refinery equipment; (5) The development of many speedy and labor-saving laboratory methods, and (6) The availability of standard samples of about 170 pure hydrocarbons.

## Lube Car, Says Club

There are from 25 to 50 critical points in your car that require lubrication, advises the Automobile Club of Southern California. Some need attention every 10,000 miles—others at 5000 or 2000 miles—but most need lubrication every 1000 miles.

## Accessory, Parts Prices May Climb

CHICAGO. Higher prices for automobile accessories, parts and service are likely next year as a result of the steel strike, delegates to the Motor and Equipment Wholesalers Association's business conference predicted.

Manufacturers and wholesalers inventories have been reduced from the levels at which price reductions became general throughout the industry early last year, they reported.

Wholesalers also reported that an increasing share of their sales are for postwar cars. New cars mean business for accessory and parts dealers in at least two or three years, or after about 25,000 miles of operation, they said.

## Federal Aid Offered

WASHINGTON. The federal government has offered to assist cities as well as states in organizing legal and administrative machinery to solve traffic problems, Thomas H. MacDonald, public roads commissioner, told the Institute of Traffic Engineers here.

# Delicate Instruments Aid Auto Engineers' Research for Better Ways, Materials

DETROIT. An instrument so delicate that it can measure accurately the amount of heat given off by a human hand, from a distance half a mile away.

A device that can detect flaws in metal that the best X-ray equipment can't catch—flaws that are less than a billionth of an inch in size.

A microscope that can magnify objects several thousand times larger than the finest optical instrument on earth.

These are but a few of the special instruments used daily by automotive firms in research laboratory studies aimed at finding ways to build cars and trucks that will last longer, give better performance, and will cost less to build and operate.

Progress in scientific research often depends on development of special instruments with which laboratory technicians can measure and test various features of new products.

Frequently the big problem is to create the measuring instrument—and until that's done, the research can't go forward.

The device that measures tiny amounts of heat radiation from half a mile away is the infrared spectroscopy. It's used in research to develop better gasoline for tomorrow's car.

One automobile manufacturer's research laboratory developed a special spectroscopy that's now widely used in metal-making plants to determine quickly the exact composition of various types of metals, in solid or liquid form.

Samples of metal can be analyzed in a matter of minutes, to determine whether they have the exact amount of each required ingredient. It means better quality control over metals by permitting adjustments to be made before production runs begin.

Another device, the sonigage, detects metal flaws less than a billionth of an inch in size. Developed by an automotive firm, the instrument now has scores of scientific and industrial uses.

It measures sound waves in the high frequency range beyond human hearing. Its main use is to gauge the thickness of metal

parts when the parts are accessible from only one side—for example, the wall thickness of steel tubing.

The sonigage checks the vibration rate of supersonic waves on the surface of the part, to determine its thickness. It also can locate the most infinitesimal of flaws in the metal.

## STUDY SURFACES

An instrument called the electron microscope lets automotive firms study the surface and structure of metals far more completely than was possible even a few years ago.

The electron microscope will magnify an object to 20,000 times its original size, and permits further enlargement to a few hundred times the original size—whereas the best optical microscope can enlarge an object only about 2500 times.

Other unique instruments include the extensometer, which measures stresses in gears and other "load" parts, and the torsionograph, which does a similar job in measurement of vibration.

Because of the pressure of competition in the automotive industry, there's never a let-up in this research to find new ways to improve tomorrow's cars.

And much of the research goes into devising more of these highly complex instruments. For each new instrument turns on another light, to help research men see a little further ahead.

# Die Castings Improve Cars, Slash Operations, Weights

DETROIT. The constant search by automotive firms for stronger, better materials and new production methods that will reduce costs, has given birth to scores of new industries.

Die casting is a case in point. In the middle '20s automotive firms began using this method for many parts that require a solid texture and smooth finish—items like door handles, horn rings, radiator grilles, and other parts of utility and beauty.

Other industries picked up the idea. Today die casting is used for lawn mowers, parts for gasoline pumps, refrigerators, washing machines, and a multitude of other articles.

And improved methods of die casting now are being discovered by automotive firms at a rapid rate.

## TERM EXPLAINED

Die casting means forcing liquid metal into molds under pressure. It's used to make many complicated parts to precise size. Thus it eliminates many machining and assembly operations, to reduce costs.

About 400 automotive parts now are being die-cast. Most of them are of zinc alloys, for they are easy to finish by chrome electroplating.

But aluminum die casting also is increasing rapidly, replacing many cast-iron parts and sheet-metal panels.

One car maker has developed a one-piece aluminum die casting as the inner door panel for cars. It eliminates 86 pounds of weight per door, does away with four steel stamping operations and a number of welding and finishing tasks.

## SAVED 28 CENTS

One automotive firm reports many cost savings in the past year from new uses of zinc die castings.

A car horn that called for four stamping operations on steel was replaced by a two-piece die casting, saving 28 cents per horn.

Moulding on the instrument panel, formerly stainless steel, now is made of chrome-plated zinc, saving 21 cents.

Tailgate latch assemblies for station wagons, formerly made with a castiron base, now are chrome-plated die castings, saving 5½ cents.

In an industry based on volume output, savings of fractions of pennies per item are major achievements, for they mount into millions of dollars yearly. So the wider application of die castings, with sharp cost savings, is bringing good results in helping to offset the costs of postwar inflation.

## Gas Rationing Ends, but Price Is 52c

PARIS. Since Premier George Bidault announced that gasoline rationing was at an end, the price has risen to 45.80 francs a liter (52 cents a gallon).

It takes about two-thirds of the average French car owner's daily salary to fill up his tank at this rate.

Previously, France had a two-price system, under which holders of priority ration tickets—like doctors—bought gas at 43 francs a liter and others paid 63 francs.

## War-closed Danish Car Plants Opening

COPENHAGEN. Danish motor car assembly plants, which suspended production during the early years of the war, will take up production in the near future. The plants will not be allowed to produce cars of American origin, but despite this the two biggest assembly plants, General Motors and Ford, will resume production.


General Motors is due to assemble the British Vauxhall and Bedford cars and Ford is due to turn out the British Pilot and the French Vedette.

## Americans Organize Lives Around Autos

WASHINGTON. An increasing tendency on the part of the American people to organize their lives around the automobile has resulted in spectacular growth of drive-in businesses since the end of World War II, the American Automobile Association reports.

## Average Car Engine Takes Big Breath

The average automobile engine consumes about 10,000 gallons of air for every gallon of gasoline. The AC air cleaner eliminates the dust and dirt in the air before it reaches the carburetor or cylinders, thereby prolonging engine life.



# It's the one fine car in the low-price field

the only car with a "Lifeguard" Body and "Mid Ship" Ride

the only car with V-8 in the low-price field

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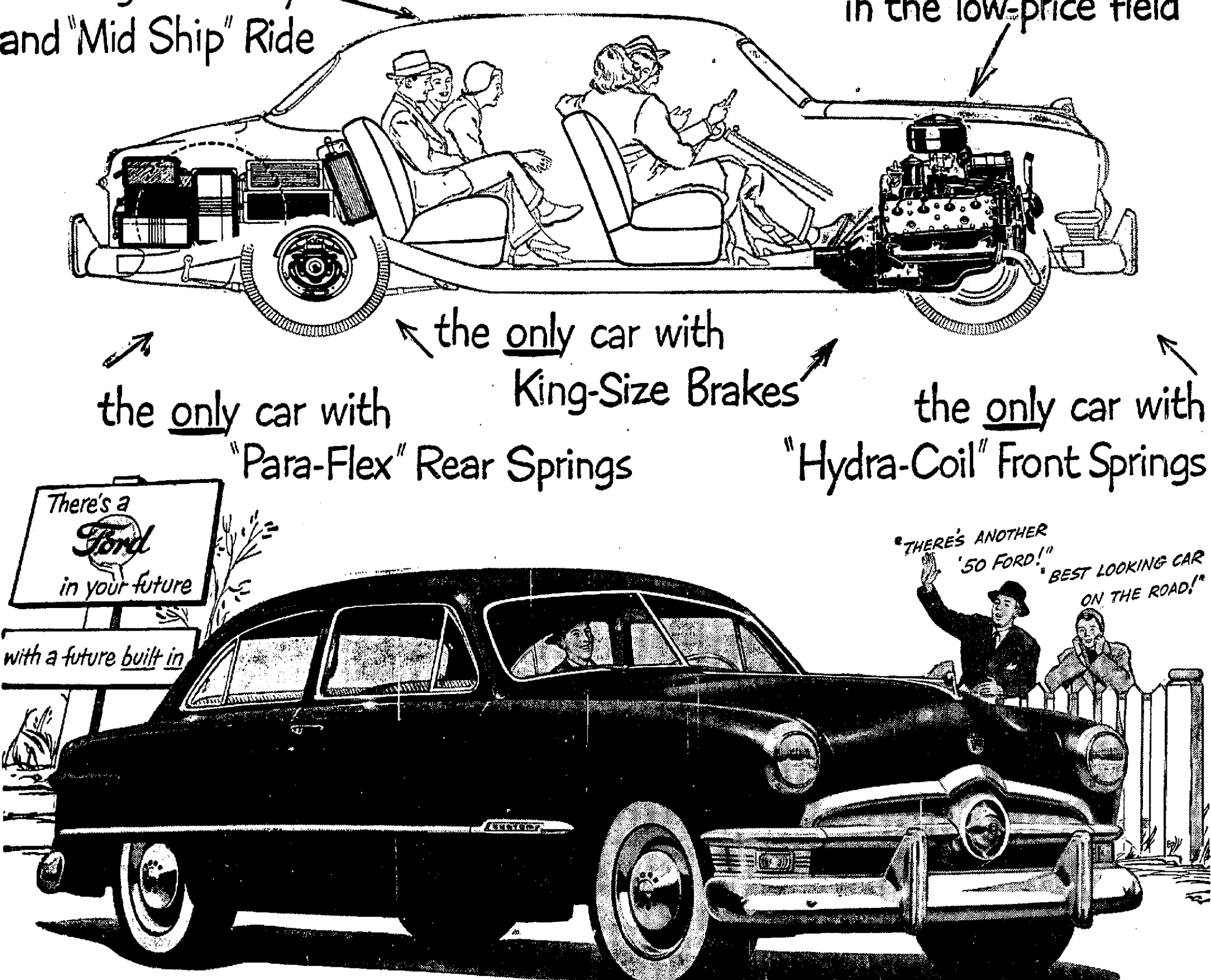
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# Midcentury Motorama Tells Progress Auto Industry Has Made in Past 50 Years

NEW YORK. Progress of the last half-century in motor-dom and a look toward the immediate future as represented by its new car models in all lines is being presented here this week by General Motors.

Titled "Mid-Century Motorama," the G. M. auto show opened Thursday, in the Waldorf-Astoria and will continue through Friday.

Thirty-eight of the 1950 models of G. M. cars are on view, including Cadillac, which is showing its new line to the public for the first time. Buick, Chevrolet, Oldsmobile and Pontiac already have made recent showroom presentations at various points over the nation, but the New York event brings the first grouping of all makes of G. M. cars for 1950 under one roof. Each car division has its own exhibition room in addition to representative models from each placed in the main ballroom.

## TURBO DISPLAYED

Displays of Fisher Body, Chevrolet Truck, G. M. C. Truck, Allison and Aeroproducts Divisions are among other show items. An interesting feature, supplementing the motor cars, is the new Allison "T-20" turbo-prop aircraft engine developed for the U. S. Navy and just announced, together with Aeroproducts' new contra-rotating propeller. This is the first public showing of this 550-horsepower Allison unit.

In conjunction with the show, G. M. was host to several hundred leading industrialists at a luncheon in the St. Regis hotel of the Waldorf last Tuesday, prior to the show's opening, and the following day conducted a press preview and news conference at noon with more than 200 of the nation's leading auto writers attending. This was followed by an invitational preview late Wednesday afternoon.

In the Waldorf's main ballroom two features, with live models and actors as participants, are presented at periodic intervals during the eight days of the show.

## MODELS TAKE PART

One of these, called "Motors and Melodies," is presented at one end of the ballroom, and embodies a "happy review of America on wheels throughout the first half of the century." Executed on a revolving stage, the scenes depicted touch on important periods in America from 1900 to 1950, with emphasis on the role the automobile has played in the development of the country. Actors and actresses, in period costumes, portray in pantomime the periods covered, with a background of appropriate music and narrative.

The other alternating feature, "Mid-century Modes," is staged against the background of the 30-foot-tall "Pillar of Progress" in the middle of the ballroom, which shows advances in car design and engineering from the start of the century to the present. It consists of a style showing of current women's apparel, with live models posing with examples of the five G. M. car lines. These are displayed by a novel moving mechanism around the pillar. Grounded around the pillar is "Mid-century Motorama," as was the "Transportation Unlimited" G. M. show which drew more than 300,000 to the Waldorf a year ago, is free to all visitors.

## Peanut Trick Traps Traffic Violators

CHICAGO. (UP) Police here are using peanuts to wipe out an entire group of small-time offenders.

Until recently, the traffic police marked the tires of parked cars with chalk. If a car bearing the chalk marks was still in the stall when the officer on the beat returned after the allowed period of parking, the motorist received a traffic ticket.

But the drivers got wary. They erased the chalk mark and pretended innocence when the officer accused them of overstaying their time.

So the force took to putting peanuts under the wheels of parked cars.

If the officer returned and found that the peanut was still intact, the violators were tagged. "It works fine," one policeman reported. "But I suppose they'll get onto this one, too, and we'll have to think up a new one."

# Ford Announces More Powerful Six for Trucks

DETROIT. A new more powerful six-cylinder Ford truck engine with four-speed synchro-silent transmission is now available as optional equipment on series F-6 Ford trucks, J. D. Ball, manager truck and fleet sales department, Ford division, has announced.

Designed to provide even greater performance and acceleration for heavy hauling and high speed on grades, the Ford Rouge 254 truck six engine develops a maximum of 110-h.p. and 212-pound-foot torque. It is the largest six-cylinder engine produced for Ford trucks.

The new engine embodies many outstanding performance, economy and durability features, according to Dale Roeder, executive engineer for commercial vehicles. "For example," said Roeder, "the new truck engine is equipped with free valves having a special cap design on exhaust valve stems which permits free rotation when opening and closing for self-cleaning, better seating and longer valve life."

"The extra heavy-duty 11-inch gyro-grip clutch multiples grip as speed increases. Cushion disc construction reduces any tendency to grab. The clutch throw-out ball-bearing is pre-lubricated and sealed."

"The four-speed synchro-silent transmission is engineered for quiet operation, easy, classless shifting and longer life. The need for double clutching is eliminated. Constant mesh helical gears in the type for long speeds are wide contact type for long, hard service. Spur-type gears are used in first and reverse."

# Willys Develops New 4, 6 Engines

TOLEDO. A new high-compression engine is in the advanced stages of development at Willys-Overland Motors. It was revealed by Delmar G. Roos, first vice president of the company.

The new engine, which will be available in both four and six cylinders, is being readied for the Willys spring product program, Roos declared.

While the new powerplant is approximately the same size as that in the current Willys line, it has an appreciable increase in horsepower and has some features which are revolutionary for American automotive engines, Roos revealed.

He said that tests now under way show a remarkable improvement in fuel economy, and that horsepower and torque per cubic inch displacement compare very favorably with the best published results in Europe and the United States.

The company has been experimenting with compression ratios as high as 8-to-1 in the new engine, Roos disclosed.

## Look and Feel Sharp

NEW YORK, N. Y. The New York State Department of Commerce has a bureau to advise ailing communities what to do to become more prosperous. The No. 1 recommendation is to brighten up the main street and its show windows.

## Fuel Dilutes Oil

Oil dilution is caused by unburned gasoline particles that enter the crankcase and occurs more readily in the winter since fuel does not vaporize as quickly or as thoroughly in cold weather, automobile experts remind.



FIRST DELIVERY—Shown above, left, is Andy Anderson, general manager of Beach City Chevrolet Co., presenting H. O. Christensen, president of the local Hertz Drive-Yourself System, the world's largest car rental organization, with the first 1950 Chevrolet delivered in Long Beach.

## Britain's Cars Gain, Roads Deteriorate

LONDON. (AP) The number of motor vehicles in Great Britain has increased by nearly a million since 1938, but the condition of the country's roads is deteriorating rapidly, the British Road Federation announces.

In 1938, 3,094,000 motor vehicles were registered in Great Britain. They have increased to 4,016,000 in 1949. Private cars now total 2,107,000 compared with 1,944,000 in 1938.

## Most Dangerous Time Auto Color Demand Shifts With Times

CLEVELAND, Ohio. In 1948, fatal accidents reached their peak during the hour between 6 and 7 p. m., the Street and Traffic Safety Lighting Bureau reports. This is the hour when the volume of traffic is at its peak. It is the time, too, when visibility worsens as the sun goes down. Inadequate street lighting has been the direct cause of many deaths that could have and should have been saved.

Car makers have long noted that when the economic outlook is good, more people want light colors on new cars. One firm reports black, usually the big color leader, now accounts for but 20 per cent of sales. Green shades lead with 25 per cent. Gray and blue follow. Maroon, formerly second, now has dropped in popularity. Safety experts approve the shift to light colors. It makes cars more easily seen at night.

# All-rayon Low-pressure Tire Announced by Maker

A new line of premium low-pressure tires in all rayon is announced by Goodyear Tire & Rubber Co.

Known as the Double Eagle Super-Cushion, the tire is a companion to the line of the same name currently manufactured by the firm in all nylon.

Addition of the new unit rounds out the company's long-established line designed for motorists who prefer maximum smooth riding and long wear qualities, even above that offered by first line tires. The new line gives such tire purchasers a choice between the rayon and nylon products.

The all rayon tire is made with the rib tread design to achieve a maximum in quiet ride. The tire is manufactured in all popular low pressure sizes and in either black or reversible sidewalls. Its construction includes four plies of best grade rayon, two cord breakers, ample cushion stock between all plies in cords and extra tread rubber.

This should provide additional tire life, traction and safety, the company believes.

The new tire is identical in appearance with its companion, in nylon. The two will be designated, however, by their respective names lettered on their sidewalls. Sizes in the new line range from 6.40-15 through 8.20-15. All are now available.

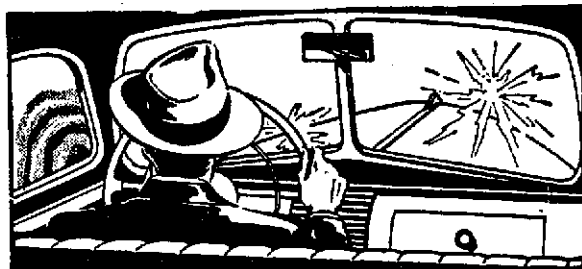
# Automatic Shift Price Slashed

DETROIT, Jan. 21. (UP) The Packard Motor Car Co. announced a price cut of 18 per cent in its Ultramatic drive automatic transmission.

The new price is listed as \$175, plus excise tax, or \$185 tax included. Previously the transmission sold for \$225, including the tax.

Karl M. Greiner, Packard's vice president and general sales manager, called the reduction "one of the biggest single price cuts—both dollar-wise and percentage-wise—in the automatic transmission field to date."

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APPLAUDED...and AGREED that the*

# 1950 CHEVROLET

*is FIRST...and Finest...at Lowest Cost!*

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CURVED WINDSHIELD WITH PANORAMIC VISIBILITY

NEVER before have the men and women of America given such outspoken and overwhelming preference to any motor car in any price field!

Reports from all parts of the country indicate that they are acclaiming the new 1950 Chevrolet first and finest at lowest cost.

They're saying it's first and finest in fleet, graceful styling at lowest cost... first and finest in luxurious, room-to-relax comfort at lowest cost... and, above all, that it's first and finest in dynamic performance and smooth, effortless operation at lowest cost!

For here's the one and only low-priced car offering a choice of two great engines and two great drives—the Automatic Power-Team and the Standard Power-Team—so that you may have a Chevrolet providing fine, thrifty automatic driving or fine, thrifty standard driving, as you prefer to have it.

Come in; examine this trend-leading Chevrolet for 1950; see for yourself it's America's Best-Seller—America's Best Buy!

CENTER-POINT STEERING

INTRODUCING CHEVROLET'S EXCLUSIVE NEW

## POWERglide

AUTOMATIC TRANSMISSION  
OPTIONAL ON DE LUXE MODELS AT EXTRA COST

IT'S THE SIMPLE, SMOOTH, THRIFTY AUTOMATIC TRANSMISSION

Here, for the first time in low-cost motoring, is truly automatic driving. Chevrolet's exclusive Powerglide Automatic Transmission and 105-H.P. Valve-in-Head Engine, most powerful in its field, bring you an entirely new kind of smooth-flowing movement at all speeds, without clutch pedal, clutch pushing or gearshifting. All this with traditional Chevrolet economy in over-all driving!

Again in 1950

### LOWEST-PRICED LINE IN ITS FIELD!

The new Chevrolet is extra-economical to buy, operate and maintain!

### THERE'S STILL TIME TO TAKE ADVANTAGE OF OUR SPECIAL OFFER

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# JANUARY SALES



**16 INCHES** of Perfect PICTURE!

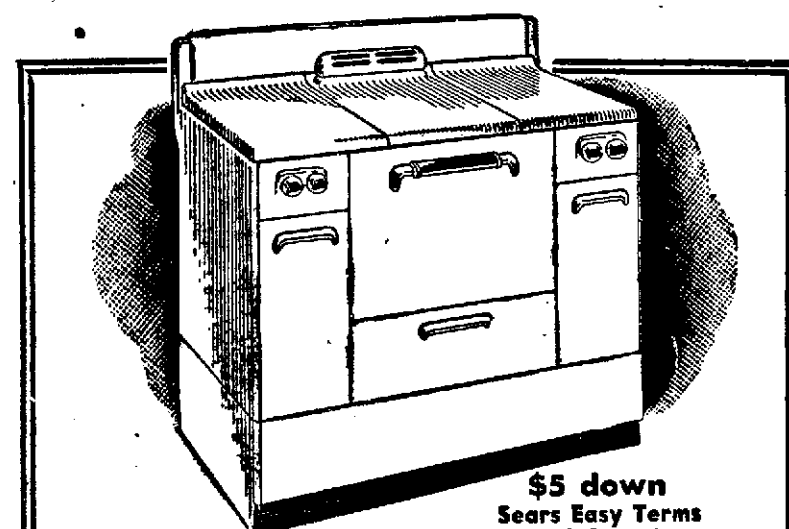
**319<sup>95</sup>**

Plus Installation

**Only \$10 down!**

Sears Easy Terms  
Usual Carrying Charge

LESS INTERFERENCE! No torn, jagged pictures with this Silverstone. The coaxial cable lead-in cuts interference to a minimum! GREATER SENSITIVITY! At full brightness and control there's still plenty of reserve power! Big, bright picture . . . big enough for all the family to watch in perfect comfort. And the cabinet is in beautiful, rich mahogany veneer. A really wonderful buy! Visit Sears soon! See it! Value!

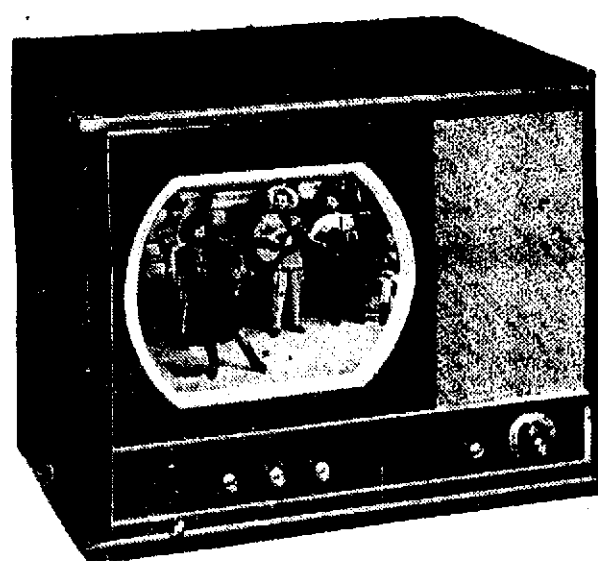


\$5 down  
Sears Easy Terms  
Usual Carrying Charge

**Save! Reg. 129.95  
'Kenmore' Gas Range**

Equipped with Safe-T-Latch. All porcelain enamel. Pull-out broiler, 18-inch oven, fiberglass insulation. Save!

**112<sup>95</sup>**

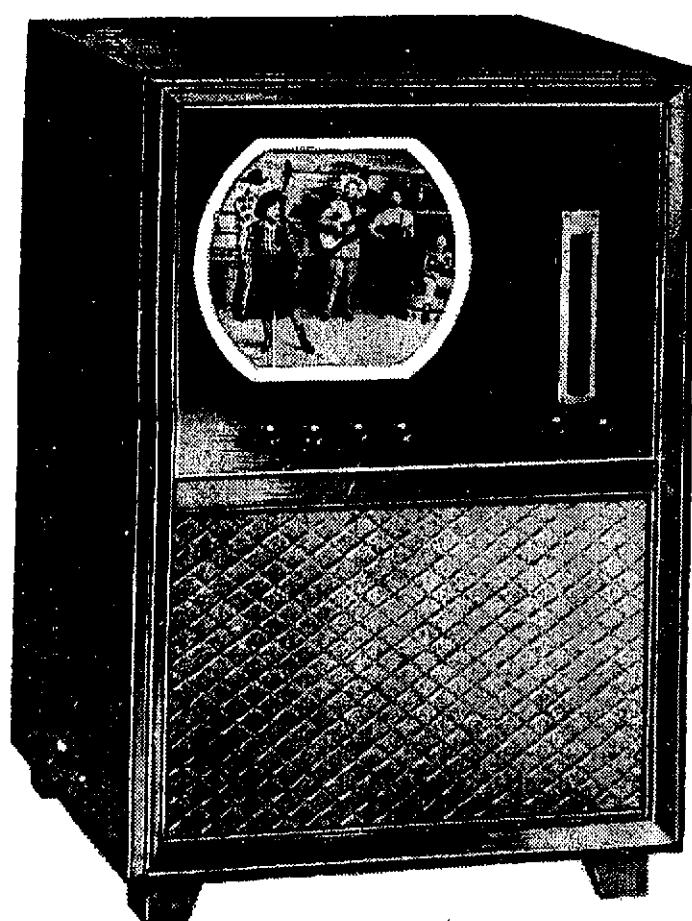


**26.95 Table Model**

**249<sup>95</sup>**

\$10 DOWN  
Plus Installation  
Sears Easy Terms  
Usual Carrying Charge

What a wonderful model! And now, you save \$20! Steady expanded 12 1/2-inch picture and full-toned sound 'locked together' for fast, easy tuning. 12-channel tuning.



**Regular  
299.95**

**Silverstone TV  
12 1/2-inch Picture**

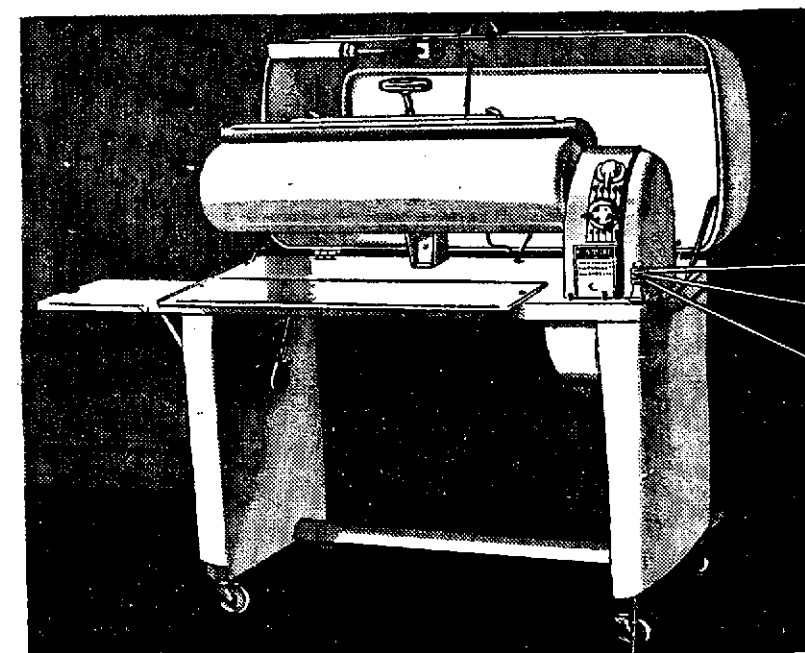
**279<sup>95</sup>**

Plus Installation

**Only \$10 down!**

Sears Easy Terms,  
Usual Carrying Charge

Another great television buy! Beautiful console model in handsome mahogany veneers. Now at a price sensationally lower. Why delay? See the grand features. Full size chassis, 26 tubes, 3 rectifiers, 12 1/2-inch picture, pushbutton tuning. Steady picture, crisp, clear tone. Here is real value for the discriminating buyer!



**It's a Beauty! 'Kenmore'  
De Luxe Electric Ironer**

It does the ironing for you, you simply guide the clothes! Safe, beautiful, convenient! And it's economical! See it!

**149.95**

\$5 Down  
Sears Easy Terms  
Usual Carrying Charge

## FLOOR SAMPLES

Three only. Values!

Reg. 214.95 7.2 Cu. Ft.  
**De Luxe 'Coldspot'**

**199<sup>95</sup>**

\$5 down  
Sears Easy Terms  
Usual Carrying Charge

One Only. Hurry for this!

Reg. 224.95 9.2 Cu. Ft.  
**Pacemaker 'Coldspot'**

**209<sup>95</sup>**

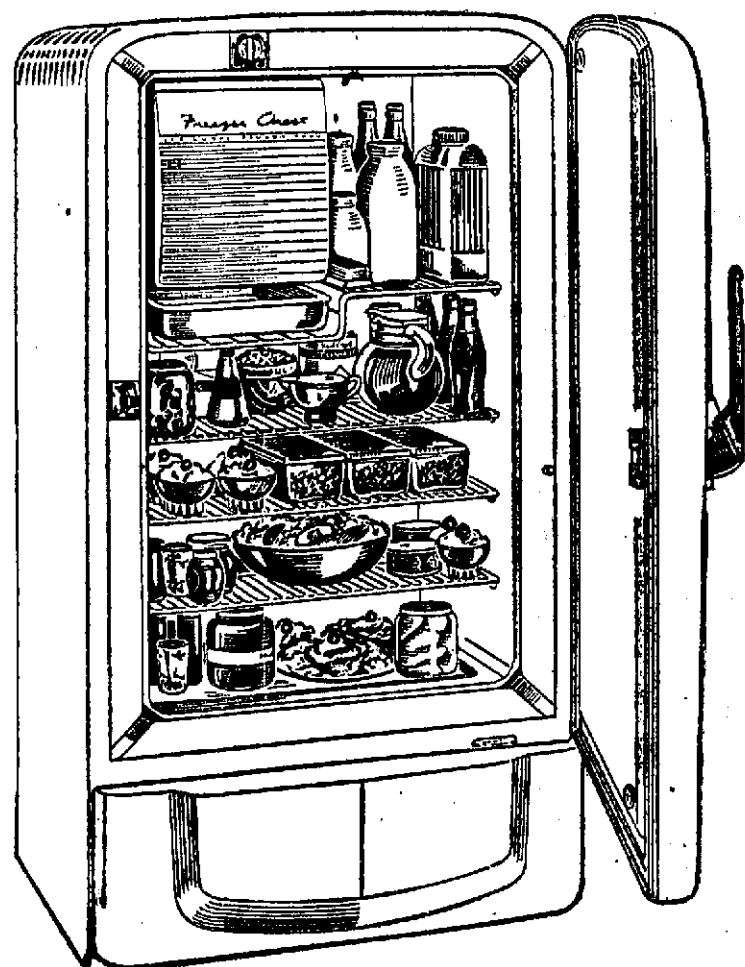
\$10 Down  
Sears Easy Terms  
Usual Carrying Charge

One only. A real buy!

Reg. 289.95 11 Cu. Ft.  
**De Luxe 'Coldspot'**

**259<sup>95</sup>**

\$10 Down  
Sears Easy Terms  
Usual Carrying Charge



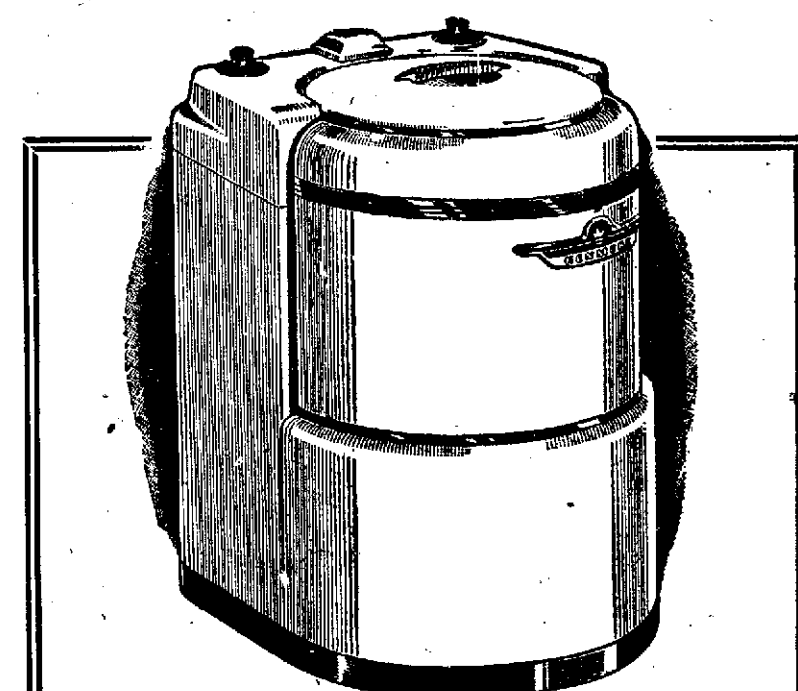
**Big 7.4 cu. ft.  
Coldspot**

**177** only \$5 down!

Sears Easy Terms, Usual Carrying Charge

- Beautiful, gleaming-white, easy-to-clean Durabond finish. All-steel cabinet with double duty insulation.
- Freezer chest will store 23.2 pounds of frozen foods. A budget-priced, money-saving value for the smart buyer!
- Convenient 7.4 cubic foot size! Ample storage space. You'll really save dollars with this 'Coldspot'!

We have a limited quantity of these fine Coldspots to go at this very low price! Hurry to Sears, see this wonderful refrigerator now! Inspect its fine features, compare its price. You'll agree that it is a 'smart' buy! Store your favorite frozen foods in its freezer chest. For the best in values, and for the best in savings, always shop at Sears!



**Automatic Washer**  
**209<sup>95</sup>**

'Kenmore' fully automatic with the wonderful Suds-Saver. Fully guaranteed.

Open Monday and Friday 12:30 to 9:15  
Other Days, 9:30 to 5:30

*'Satisfaction guaranteed or your money back'* SEARS

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